

The ROTARIAN

An International Magazine



Festival Time in Europe

SEPTEMBER ■ 1959

Small Business: How to Help It
Paul H. Douglas & Merryle S. Rukeyser



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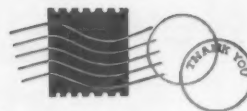
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Your Letters



'I'm Glad for the Fellows'

I just want you to know how much I enjoyed the article *A Memory for a Lifetime*, by Three Foundation Fellows [THE ROTARIAN for July]. I have studied mission work in India, but this article told very interestingly of places there I did not see.

A trip to Europe three years ago was memorable for me because of experiences shared with people rather than the sights I saw. I'm glad these fine young men have had the same kind of joy.

—MRS. A. D. HEININGER
Wife of Rotarian
El Paso, Texas

Sidelight on F. H. Chilcote

Thank you, so much, for presenting Fremont Kutnewsky's story about Rotarian F. H. Chilcote [Golden Rule Banker, THE ROTARIAN for July]. He is my business landlord here in the Bank Building in Clayton, and my next-door neighbor at home, so I am in a position to say, and do declare, that no man in my acquaintance more richly deserves such a story to be written about him, and as one who loves "my home town" I am deeply grateful to you for its publication in my favorite magazine.

Rotarians will, I think, be interested in one other sidelight on Fay Chilcote. During the depression period here in the '30s and when we were just about to "throw in the sponge," a group of us met one evening and had spent hours discussing how to get some new industry in here and get some outside aid or something, when Fay walked into the meeting and suggested that instead of looking into other pastures we try to do something about what we already had—ranches and cattle—and he suggested the slogan "Eat More Beef." It caught on. We printed banners, signs, stickers, recipe books giving a lot of new ways to prepare and serve beef and beef products, and circulated them. Soon every community in the cattle

country was doing the same, then the feeders and the packers. Before we knew it the cattle industry was booming, long before the rest of the area had fully recovered. It has never stopped, although it would have been seriously affected if Fay Chilcote had not taken the action he did following the great storm of 1957 when cattlemen lost more than 15,000 head in this county alone.

—D. D. MONROE, Rotarian
Abstracter
Clayton, New Mexico

An 'Eighth Path to Peace'

As I sat as a voting delegate at Rotary's New York Convention in June and watched the dramatization of *Seven Paths to Peace* [see New York—A Hope for the Century, THE ROTARIAN for August], I was inspired. Rotary is indeed a great influence for good in the life of the world.

I also thought of an "eighth path to peace." It is so simple and yet so vital and important that it should not be overlooked. I refer to the motivation of national and world leaders, college graduates, through an organization in college, Alpha Phi Omega, for former Boy Scouts and Scout leaders, a national service fraternity, holding up the ideals of doing good as a man's standard and not just child's play.

The Rotary Club of Belvidere, New Jersey, [Continued on page 48]



"I'm caught up with my work at last!"



The Object of Rotary

Is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

First. The development of acquaintance as an opportunity for service;

Second. High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying by each Rotarian of his occupation as an opportunity to serve society;

Third. The application of the ideal of service by every Rotarian to his personal, business, and community life;

Fourth. The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional men united in the ideal of service.



This Rotary Month

NEWS FROM 1600 RIDGE AVENUE, EVANSTON, ILLINOIS, U.S.A.

TAHITIAN FLOWERING. Add another country to Rotary's long roster: French Polynesia in the South Pacific Ocean. The new Rotary Club there is in Papeete, the capital city, on Tahiti. This brings the total of Rotary countries to 114.

PRESIDENT. As he enters his third month as President of Rotary International, Harold T. Thomas has behind him a session with his Board (see page 45) and the appointment of members to international Committees (page 46). Behind him also are Rotary visits in Canada and the U. S. Northwest. Early in his third month he is to embark for Europe to attend two international meetings (see below), one in Zurich, Switzerland, the other in Cannes, France, and to begin a round of European Rotary visits.

MEETINGS. In Evanston, Ill., September 1-8, the Rotary International Organization and Procedures Committee. September 9-11, the Council of Past Presidents.... In Zurich, Switzerland, September 21-23, the European, North African, and Eastern Mediterranean Advisory Committee. In Cannes, France, September 25-28, the Regional Conference for the European, North African, and Eastern Mediterranean Region (see page 21).

DISTRICT CONFERENCES. Taking shape in Rotary's 261 Districts are plans for annual Conferences to be held during coming months. Through fellowship, inspirational addresses, and informal discussion, all will help further the program of Rotary in their areas and world-wide.

FELLOWSHIPS. Moving ahead in Districts eligible to select Rotary Foundation Fellows for 1960-61 is the process of screening application papers. The timetable for this work: August 1—deadline for Clubs to receive applications of students sponsored; August 15—deadline for receipt of applications of sponsored candidates by District Governors; October 1—final date for General Secretary of RI to receive application papers of candidates selected by District Committees; mid-November—meeting of Rotary Foundation Fellowships and International Student Exchange Committee to make awards.

NEW GOVERNORS. To fill vacancy caused by the death of the Governor-Nominee of District 139, the Board elected Sture Ohlsson, of Malmö, Sweden.... To fill vacancy caused by the resignation of the Governor-Elect of District 458, the Board elected José G. Domingues, of Leopoldina, Brazil.

"PROCEEDINGS" BOOK. Off the presses is the "Proceedings" book for the New York Convention—a 304-page volume of Convention addresses and photographs and descriptions of entertainment and hospitality events. Each Rotary Club will receive a gratis copy; additional copies may be obtained for \$2 each.

VITAL STATISTICS. On July 29 there were 10,287 Rotary Clubs and an estimated 479,500 Rotarians in 114 countries and geographical regions. New Clubs since July 1, 1959, totalled 22.



About Our Cover and Other Things

ON THE DAY we receive copies of this issue, one of them will go airmail to the Hotel Cavaletto in Venice, Italy. It will be marked to "Hold for Arrival" of a guest named Charles J. Belden. Some months ago Charlie (and his agent, H. Armstrong Roberts) provided us with a 4-by-5 Kodachrome transparency picturing the annual *Regata Storica* in Venice. We want Charlie to be among the first to see what an attractive cover it has made for this issue. He's to be in Venice for the 1959 regatta, by the way—the date of it, as always, being September 6. We call Charlie by his nickname, as does everybody who knows the cheery "cowboy photographer" of St. Petersburg, Florida. And that's a lot of people. A professional who got his start by packing a camera as he rode his ranchlands in Wyoming and won fame as a photographer of pronghorn antelope, Charlie now spends about half of each year roaming Europe on assignment for the *National Geographic* and other magazines and the other half in his home and studio on the Gulf Beaches at St. Pete. He's a staunch and loyal member of the Rotary Club of Gulf Beaches, makes up when he travels, goes to as many Conventions as he can. He and Mrs. Belden, who travels everywhere with him, deeply regret they can't be in Cannes September 25-28 for Rotary's European, North African, and Eastern Mediterranean Regional Conference. Can you? Study our note about it on page 21 and the Deardorff article and Charlie's cover picture—and, well, bon voyage!

WE'VE MADE SOME changes, visual and editorial, this month. They are not sweeping but they're observable. In general, we have tried to air out and brighten the pages from front to back. In particular, we have used larger types on many regular features, have instituted new departmental headings throughout the "book," and have renamed and revised the handling of such old friends as *Rotary Reporter* (now *The Clubs . . . in Action*) and *Personalia* (now *These Rotarians*). Better? We hope you think so. All just a part of our continuing effort to keep your Magazine up with or ahead of the times.

NEXT MONTH an "International Student Issue," inspired by the fact that Rotary Clubs account for the movement across international borders of some 10,000 students each year. A recent study showed this. Some distinguished authors and some great ideas adaptable to your Club's program of International Service are coming in this issue. . . . The following issue—November—will take you into Florida and the Caribbean region.

The Editors



The

Official Publication of ROTARY INTERNATIONAL

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SEPTEMBER, 1959

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About Our Contributors

Paul W. Kearney says he's "probably the only free-lancer in the business who's never been on a newspaper." He was "on" several magazines, though, before he turned to free-lancing more than 25 years ago. Business, science, history, biography—all appeal to him as a writer, but his No. 1 subject is fire perfection. A safety authority calls him "the man who has done more to make America fire-conscious than any other single person." He lives in New York.



The 35-year literary output of Oscar Schisgall is best described as prodigious. It numbers some 3,500 articles, short stories, novelettes, and serials. It also includes 23 books, most of them novels, the latest being *The Big Store*. To gather material for all these manuscripts has taken him and his wife, who often doubles as his writing partner, to many parts of the world. The Schisgalls live in New York, have two sons, one a doctor, the other an advertising man who also writes on the side.



Schisroll

Harold Severson, a Minnesota free-lance writer and photographer, is an ex-newspaperman, ex-magazine editor, and ex-athlete in a variety of sports. He still keeps in trim by swimming and playing softball. Early in his career he was named "top feature writer in the U.S.A." by a publishing company. Married, he has four children ranging in age from 7 to 19.



As European correspondent for an American travel magazine, Robert Deardorff moves around quite a bit, but calls Rome his headquarters. His byline appears in several U.S.A. journals, including the travel sections of large newspapers.

This month's cover photo is the work of Charles J. Belden, whose colorful career as a photographer and world traveller is briefly described in the column about the cover on the opposite page.



Belden

Herbert A. Pigman is a member of the editorial staff of THE ROTARIAN Magazine.

A Work of ART

*Japanese and Indian child artists
depict their worlds.*



This pagoda scene is by Nobuaki Hageshita, 13-year-old boy.



Takayama children sketch pagoda before making woodcuts.

ART takes many forms—from bold woodcuts like these made by school children of Takayama, Japan, to ornate paintings like those on the following pages done by boys and girls of the twin Indian cities of Hyderabad and Secunderabad.

And behind each work of art, whether it is by an enthusiastic, talented child or by the great artist that child may later become, is still another form of art. It is the art of making artists—the art of encouraging gifted boys and girls, of nurturing their talents, of giving them an audience.

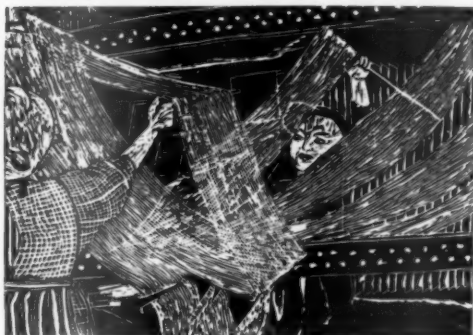
This art flourishes in Takayama and Hyderabad-Secunderabad.

Takayama, a historic city of 50,000 140 miles west of Tokyo, has for centuries been a center of woodprint art, and children start carving almost as soon as they start to school. Recently the woodprint instructors of the public schools known as the Hida Hanga Study Group selected the finest of the children's prints for publication in a

Haruhiko Sodegaki is a leading teacher of print making.



Dyeing was made by Sachiko Asano, 14-year-old girl.



The festival scene (left), Lion Dance, is by Keiko Ushizawa, 14 (left, below). Her companion is Suzuko Ibata, 16, whose print (above) shows old sake house.





A village festival is portrayed by third-prize winner N. S. Vigneshwar, 12.



Chief Minister N. Sanjeeva Reddy interviews a young festival contestant.

Some 1,500 colorfully garbed child artists covered a public-garden lawn.



A Work of Art

(Continued from previous page)

large booklet. And the Rotary Club of Takayama lent support by ordering many of the booklets and sending them to Rotary Clubs overseas. By doing so, it gave Takayama's budding artists a world-wide audience—and provided men abroad with glimpses of Japanese life mere words could not convey.

At about the same time, thousands of miles to the southwest in Hyderabad, India, a great children's art festival was in progress. Some 1,500 boys and girls of the twin cities of Hyderabad and Secunderabad were scattered about the flower-bordered grass of the huge public gardens of Hyderabad, painting and drawing.

Following instructions printed in notices in 40 area newspapers, each had brought a small satranj or durhee to sit on, a tin for water, a board, brushes, and drawing pins. Paper and colors and everything else were furnished by the Rotary Club of Hyderabad, sponsor of the festival.

Rotary wives passed out materials and registered artists ranging in age from toddlers of 3 accompanied by their mothers to oldsters of 12. Boy Scouts and Girl Guides circulated to help provide drinking water and resolve other problems. Movie cameras of the film division of the Indian Government recorded the colorful scene, and All India Radio broadcast interviews and the opening speech of the festival by N. Sanjeeva Reddy, Chief Minister of the State of Andhra.

The contest lasted just two hours, and in that time 2,000 pictures were produced. The task of selecting the winners went to a distinguished judging committee of laymen and artists.

On another day, a public exhibition of the 400 best pictures was held, with the State Governor and his lady distributing prizes, merit certificates, and medals. Among the prizes were such gifts as dolls and art books from a dozen foreign embassies.

Plans are under way to make the festival an annual event. This year's, thousands agreed, had been a masterpiece.

Marriage Procession, by P. Satyassaraynrau, 12, placed second, features a resplendent bridegroom, musicians, high-stepping horse.

THE ROTARIAN

Marriage, by Bekul Suresh, 11, won first prize and the Governor's gold medal. Scene shows a high point of the wedding ceremony.





Paul H. Douglas, United States Senator from Illinois since 1948, is a former University of Chicago professor of economics and industrial relations. He has written and spoken widely on economic topics, has served on many governmental study groups as an economics expert. His wife is the daughter of the late sculptor Lorado Taft.

Give Tax Relief; Curb Monopoly Says Paul H. Douglas

SMALL businesses are finding it increasingly difficult to stay in business. The number of failures was higher in 1958 than in any year since 1933, and the rate of failures per 10,000 businesses was higher than in any year since 1940.

In the post-World War II period the number of failures has increased in almost every year and has risen from 3,500 in 1947 to 7,000 in 1952 and to 15,000 in 1958. The rate has also increased from 14 per 10,000 in 1947 to 29 per 10,000 in 1952 and to 60 per 10,000 in 1958.

Of the 15,000 businesses which failed in 1958, 13,500—or 90 percent of the total—were small businesses with liabilities of under \$100,000, while only 1,500—or 10 percent of the total—were businesses with liabilities in excess of \$100,000.

In addition to this, the number of business mergers has increased markedly since the years following World War II. The latest figures indicate that mergers have grown from about 225 a year in 1948 to more than 500 a year at the present time, or at a rate which is nearly double what it was only a few short years ago.

A 1957 study by a subcommittee of the Senate Judiciary Committee shows that in the manufacturing field in the period 1952-57, the net worth of firms with less than one million dollars in assets decreased by approxi-

mately 4 percent, while the net worth of those manufacturing firms with assets of more than 100 million dollars increased by no less than 53 percent. This study did not show the even greater concentration which now exists in the field of railroad transportation and in private utilities.

The same picture prevails in the field of finance. I have shown on the floor of the Senate that in 36 of the 53 Reserve and central Reserve cities, the five largest banks had more than 90 percent of the total assets of all commercial banks and that in nine of the remaining 17 cities the top five banks had over 80 percent of these assets. In the seven-year period 1950-57, some 1,087 banks with over 22 billion dollars in resources disappeared in consolidations, mergers, and sale transitions.

Thus, small businesses face a real and growing problem of survival both because of failures on their own part and of mergers and consolidations of their rivals and competitors.

I believe that our society is healthier and more productive when economic and political power is diffused among as many units as possible. There are thus valid social and political reasons why we should support the diffusion of economic power among the greatest number of firms. In addition, I believe it is also true that there are valid economic justifications

SMALL BUSINESS:

The corner grocery is superseded by the chain supermarket, the local factory becomes a branch, and huge industries dominate the manufacturing scene. The trend to bigness and consolidation continues, and to some observers it seems that the



for smaller units of production than are often thought to be the case. Let us discuss each of these points.

The concentration of political power can threaten the liberty and independent judgment and action of individuals in a free society. Few men love their political opponents, and if they have the power to coerce or smother them they tend to exercise it.

This has been true, of course, in both the past and the present. It was practiced by feudal barons and by absolute monarchs. In modern times, absolute power has been exercised by totalitarian States of both the Fascist and Communist stripe.

Concentration of power in the economic field can be equally dangerous. Just as few politicians love their opponents, so it is that few businessmen love their competitors. When an inner group controls the economy of a State, it then tends to reach out to control the State and the social institutions of society as well. As Harrington said in his *Oceana* three centuries ago, "He who is the bread giver is the lawmaker. If a man feed his people, they will become his serfs."

Thus, one of the best means of keeping men free is by diffusing power in [Continued on page 50]

How to Help It

future of small business is in danger. Such is the situation in the United States, home of the participants in this symposium-of-the-month, and so it is in many lands. Here are two views on the subject by two widely known observers.—Editors.

Merryle Stanley Rukeyser has been a writer on financial and business topics since 1920, when he was financial editor of the New York Tribune. He has been a nationally syndicated financial columnist since 1923, is a radio commentator, lecturer, author, economic consultant. He lives in New Rochelle, N. Y., and has four children.



Let It Alone; It's Doing Fine!

Says Merryle Stanley Rukeyser

to think that you can succeed in a heavy, mechanized industry without competitive power-driven tools. If the

making of steel and nonferrous metal products, automobiles, typewriters, business machines, and agricultural machinery requires for success large-scale investment in corporate facilities, on the one hand, and a mass market, on the other, it is nonsensical to try to compete without appropriate equipment and staff. The small businessman should be aware of his own built-in limitations.

Accordingly it should be conceded at once that there are areas in the contemporary industrial world where bigness is essential, especially in the heavy industries.

In a 1958 study entitled *Financing Small Business* by the research staff of the Federal Reserve System at the behest of Congressional committees, the situation is thus summed up: "As a matter of fact, in certain areas of our economy—and largely in those which have played the greatest part in making possible the large increase in real income per capita, such as electric-power generation, railroad and air transportation, communications, and most of the so-called basic industries—large-scale units dominate while small concerns generally play an insignificant rôle."

But in other parts of the national economy, small units of business have survived and expanded.

Thus by 1948 the prewar peak in the number of small enterprises had been surpassed. By mid-1957 there were 400,000 more independent small concerns than in 1948.

The savants of the Federal Reserve, in interpreting this trend, concluded: "On balance, powerful forces are at work which continuously inject new, independent entrepreneurs into our economy and permit a remarkable proportion to succeed."

If little business is excluded from the center of the stage in the heavy industries, it is not boycotted from the handling of such products. As a matter of fact, big business generates new opportunities for small- and moderate-sized business in the retail merchandising of the products, in servicing them, and in producing parts and accessories.

Thus, the biggest automobile manufacturer, General Motors, has 26,000 "supplier partners," who in the aggregate get close to half of the gross income of G. M. As for size, 64 percent of G. M.'s suppliers employ fewer than 100 persons, and 89 percent have fewer than 500 employees. As for the trend, the number has grown through the years.

Thus it is a fallacy to assume that there is a life-and-death struggle in business between concepts of littleness and bigness. They are not mutually exclusive, but, on the other hand, by widening our [Continued on page 52]



REALISM and objectivity, as contrasted with wishful thinking, are desirable qualities in appraising how to adjust yourself to the quickened streams of change that flow through the contemporary competitive world.

The man who looks backward wistfully to the "good old days" is doing himself and those who depend on him a disservice. A "forward look" to current circumstances and reasonable future prospects is essential.

In calculating the survival possibilities of firms, small corporations, and proprietorships, it is fatal to think in terms of generalities or to be blinded by the clichés of special pleaders and propagandists. It has been fashionable for slick public-relations counsel simultaneously to condemn "bigness" in business and to shed crocodile tears because small business has no future. Yet in 1957 there were 15 enterprises for every 1,000 persons, against seven enterprises per 1,000 persons in 1857. And studies by the Brookings Institution indicate that the net income of the largest corporations constitutes a declining share of total national income.

The most futile thing in the world today is to try to fight the imperative for technological advances. It is screwball economics



Busy Day in Washington

*Rotary's President visits the President of the U.S.A.
during a round of closely clocked visits.*

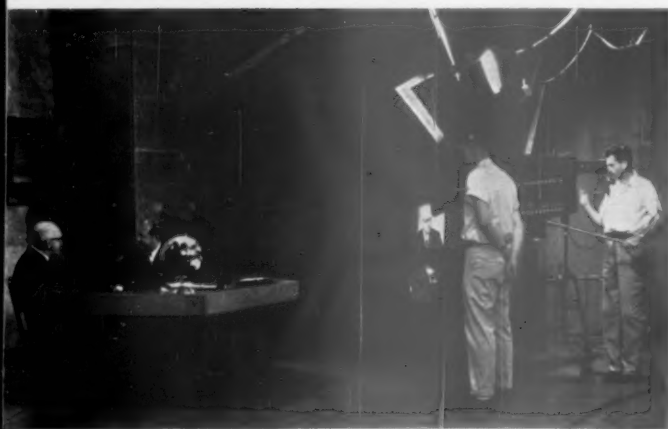
ON HIS seventh day in office, Harold T. Thomas, Rotary's world President for 1959-60, boarded a plane at Chicago's O'Hare Field for Washington, D. C. There, in the capital of the nation of Rotary's birth, he spent his eighth day as President in a busy round of interviews and receptions, informal Rotary discussions and a Rotary Club meeting—the climax of it all being a neighborly visit with President Eisenhower in the White House.

The invitation to visit Mr. Eisenhower allotted ten minutes of his morning for the reception; it ran to 30 minutes by Mr. Eisenhower's choosing. An honorary Rotarian of Abilene, Kansas, since 1942, he spoke familiarly of Rotary and its work to further world understanding, and asked President Thomas about his plans to help the organization advance toward its goal

of better friendly relations among nations.

Briefly, Rotary's leader outlined his program for "building bridges of friendship so that good men can meet and become good neighbors." He talked of the importance of "personal relationships between man and man, not between Government and Government," a view in harmony with the concept of "people-to-people diplomacy" long urged by President Eisenhower.

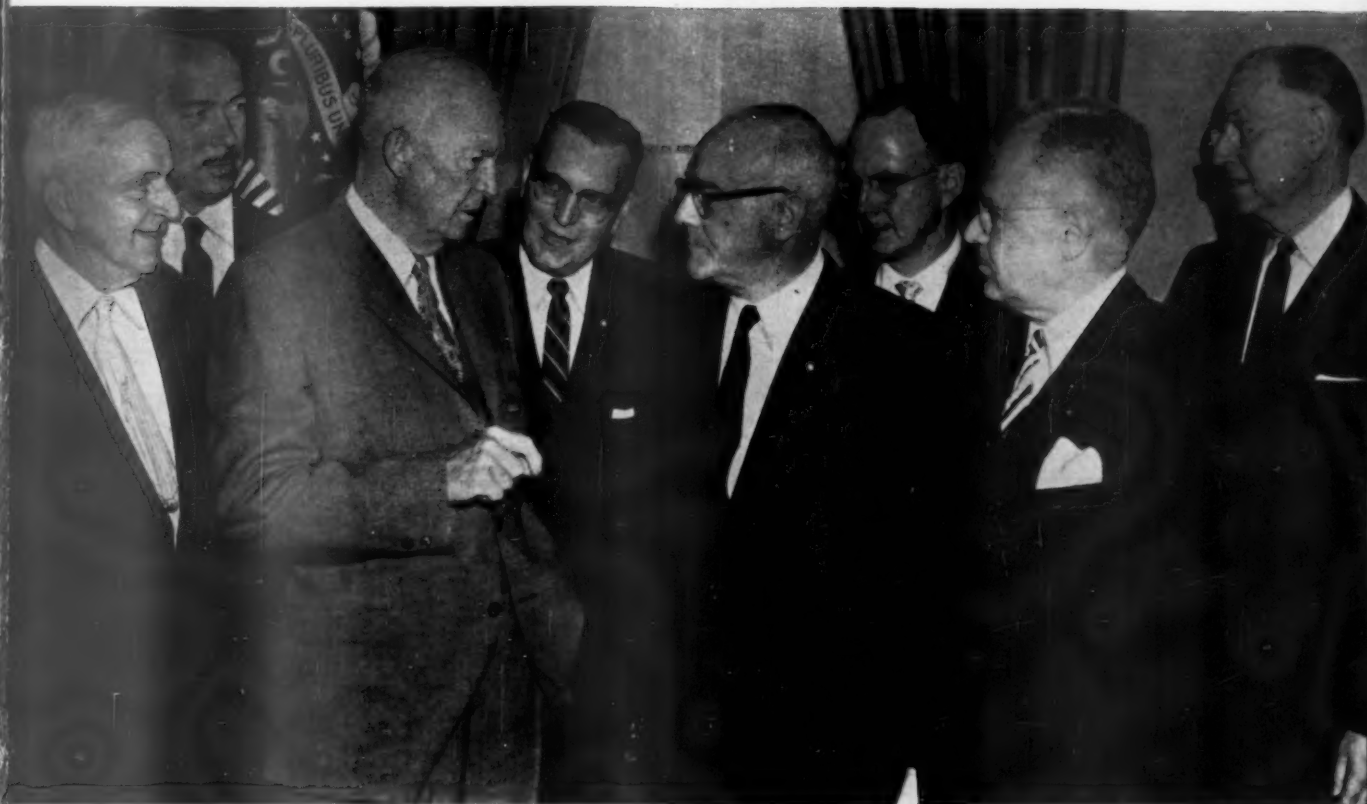
On these pages is a pictorial timetable of the day President Thomas spent in the U. S. capital. Ahead of him are months of similar days in many lands as he journeys to meet thousands of Rotarians, address Rotary gatherings, counsel Club officers on administrative matters, and to discuss with other heads of State Rotary's efforts to unite nations and their people.



9:45 A.M. The day begins "on camera" for Rotary's President, Harold T. Thomas, in a studio of Station WTOP-TV, as he is interviewed by Rotarian Mark Evans, a Washington broadcaster. Next came a radio interview between Rotary's chief and Rotarian Evans. During both programs, the global program of Rotary was made better known to viewers and listeners.



10:30 A.M. Following a reception at the embassy of his native New Zealand, President Thomas and others in the Presidential party walk toward limousines that will transport them to the White House. Mindful of the pressing time schedule, the embassy's charge d'affaires is raising his arm to look at his watch.



11:30 A.M. In his office in the White House, President Eisenhower and his visitors stand talking during the closing minutes of the reception. America's Chief of State emphasizes a point with a hand gesture. President Thomas presented to Mr. Eisenhower a new edition of Rotary's Vocational Service book, *Service Is My Business*. The visitors are (left to right): Edgar N. McPeak, President of the Washington Rotary Club; Spencer Hagen, RI staff member; F. Eugene Richter, Immediate Past President of the Washington Rotary Club; President Thomas; Thomas P. Davin, charge d'affaires of the New Zealand Embassy; George R. Means, RI General Secretary; and A. Z. Baker, Past President of RI.



12:15 P.M. Fifteen minutes after leaving the White House, President Thomas is present at a meeting of the Rotary Club of Washington in the Mayflower Hotel. Here he is shown as he delivers a brief talk before more than 300 Washington Rotarians and their guests.

2:30 P.M. Another interview, this one with Mrs. Meredith Young over the Voice of America for short-wave transmission around the world. It marks the end of a busy day in Washington for President Thomas as he begins a year of many busy days, all to be spent in furthering the program of Rotary.



Photos: (top) UPI; (all others) Rotarian Aldon D. Ackad

A Hard Look

By JOSEPH F. MARSH

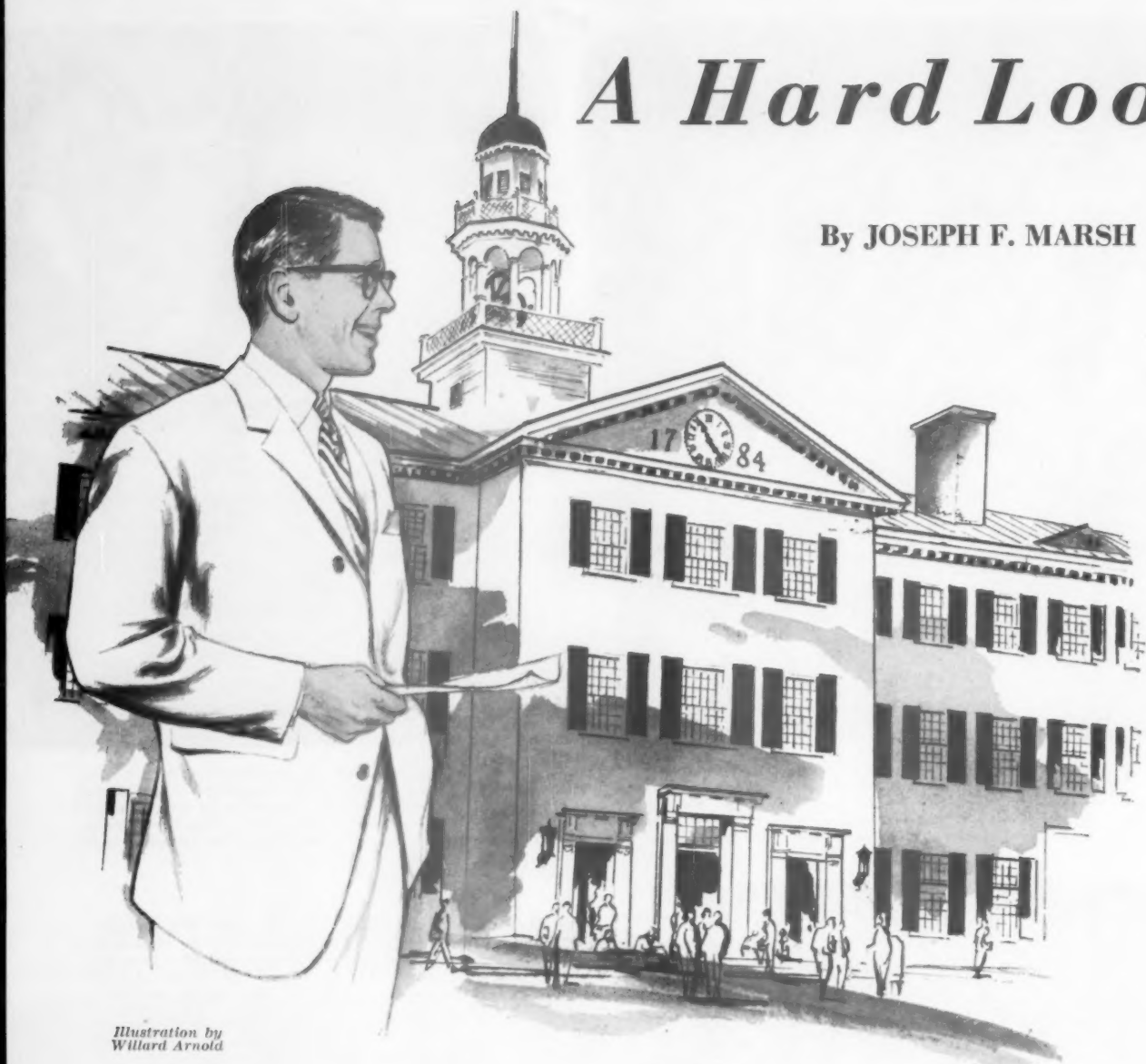


Illustration by
Willard Arnold

Too many colleges and universities, says this educator, are substituting vocational training and life-adjustment courses for true education. . . . Until August 1, when we went to press, it was appropriate to show "Joe" Marsh against the Dartmouth background as we do here. He spent his undergraduate years at Dartmouth, then in 1950-51 studied in Oxford, England, on a Rotary Foundation Fellowship, then returned to Dartmouth and became assistant professor of economics in that famed New Hampshire College. On August 1, however, Concord College in Athens, West Virginia, announced him as its president, and he is already on the campus. President Marsh has written and spoken widely on education. This article is based on a Rotary District (755) Conference address, a more detailed version of which appeared as an article in the June, 1959, issue of the *Journal of Higher Education* published by the Ohio State University Press.—The Editors.

AMERICANS have recently taken a very critical look at their elementary and secondary schools, and, for the most part, they don't like what they see—both as to quality as well as to quantity. On the other hand, their criticisms of higher education have chiefly been in terms of quantity, with quality too frequently ignored.

It is my opinion that American higher education today, like elementary and secondary education, too often accents the trivial and the mediocre. To borrow a phrase, it is "mired in the mud of mediocrity, and the mud is rapidly turning to cement." This is not typical of the professor's "on the one hand, this, on the other hand, that" type of statement. And it may be an overstatement. But let's see.

It is my contention that most so-called institutions of higher education in the U.S.A. are, in large meas-

at Higher Education

ure, no longer concerned with higher education. Rather, they have developed into institutions for vocational training.

Consider a typical catalogue, issued by an Eastern university:

In this university of only 5,000 to 6,000 students there are 73 courses offered in home economics! If a student carrying a normal course load took them all, and studied nothing else, it would take six to seven years of college to complete these 73 courses.

And what does one learn? Let us see: "224. Principles of Home Management. Two hours' credit. 'Time and energy management, house care, pest control, buying and storing foods, use and care of home equipment, entertaining. . . .'" Is this *higher education*? Or is it vocational training? I suspect that a person of normal capacity, who has a good, solid background in English, would be able to read the average instructional pamphlet issued with a vacuum cleaner, and, with a little self-practice, use it and care for it properly. And the background in English would give the student a great deal more.

The department of speech at this university offers 77 courses! And in physical education—well, about every game under the sun is the subject for a course or a "laboratory," with the possible exception of the Eton wall game. I imagine that the only reason it is omitted is that it would be a problem to bring the Eton wall and playing field from England to America. But no doubt someday an enterprising physical-education graduate student will write a doctoral dissertation on the Eton wall game, will travel to England on a university fellowship, carefully record the measurements, and build a model on the university campus.

Here is another catalogue description: "Recreation 201. Social Events in Recreation. Two hours' credit. 'Planning and organizing of parties, banquets, dances, tours, picnics, and other special social programs. Actual social events as class projects will be staged on the campus.'" If you are an overworked student, and need a little relaxation, take this course! I can hear the professor now: "Ladies and gentlemen, today I shall continue to discuss 'The Picnic' as a social event. The subject of my lecture this morning is 'Don't Forget the Mustard.'"

I could go on with other examples.

Is this really "higher education"? Nevertheless, such courses are a part of curriculums dignified by academic degrees through the doctorate. Perhaps there is a social need for such training, but it is my contention that the university campus is not the place for it. There such courses become distractions to the serious business of learning.

What can institutions of higher education do that cannot be done by on-the-job training, self-training, or vocational-training centers? As William

H. Whyte, Jr., in his book *The Organization Man* puts it, colleges and universities should teach a person what the experiences of living and working and playing cannot—"some kind of foundation, some sense of where we came from, so that he can judge where he is, and where he is going and why." Whyte observes, further, that what the student today has been getting is more and more a training in minutiae. "Only three out of every ten college graduates are now majoring in anything that could be called a fundamental discipline—in the liberal arts or the sciences."

And what about the teachers being trained at institutions of higher learning? Whyte observes that they are "those with the least aptitude for education of all Americans attending college." To substantiate his charge he cites the nation-wide Army scholastic aptitude tests and the I. Q. scores of the Commission on Human Resources and Advanced Training. The Army tests revealed that only 27 percent of the undergraduates majoring in education passed the test, and the Commission found that graduate students majoring in education scored the lowest of any group!

YET these low-aptitude students manage to obtain academic degrees and teachers' certificates (and with flying colors, to boot!) and proceed to accelerate the decline of standards in elementary- and secondary-school education. Professor Seymour L. Gross, of the University of Notre Dame, writes: "It is no secret that education courses are practically devoid of subject matter, that near-failing students can get straight A's in education courses, and that many bright students have turned away from teaching careers because of the educationist requirements."

And what are these courses? A *Wall Street Journal* reporter notes that among the 190 pages of offerings by a New York university are such education courses as economic aspects of cookery, foundations of a philosophy for American recreation, psychology in safety education and accident prevention, non-directive counselling, and play therapy. One hundred ninety pages certainly represents plenty of *quantity*, but have the regular academic subjects, and *quality*, been forgotten in an overemphasis on courses in "methodology"?

Typical of the healthy recreation to such Education courses is the sentiment voiced by a Texas coed. She writes: "As a prospective teacher, I have felt the waste and senselessness of hours spent in required education courses, treating such matters as 'Building Better Bulletin Boards'—hours which could have been spent in history or language classes." And she goes on to say: "We were repeatedly told that it did not matter what topic or area of

work we chose to present to our students, so long as they were interested, so long as they learned to cooperate and work together as a group."

Some States are beginning to wake up. The Virginia State Board of Education recently adopted changes in teacher-certification requirements that require teachers in Virginia to take more courses in the subjects they will teach and fewer courses in the techniques of instruction.

Closely related to the problem of the uneducated teacher who perpetuates ignorance at the elementary- and secondary-school levels is the fact that many State-supported colleges and universities are required by law or regulation to admit all secondary-school graduates, no matter how ill-prepared they may be to undertake serious college work. And, judging from some of the courses offered by our colleges and universities—"social events in recreation," for example—they can find more than one easy path to a college degree.

In my opinion, a sure-fire way to raise standards at the elementary and secondary levels, as well as at higher levels, would be to end this "open door" policy.

As long as colleges and universities turn out un-

● **PROVOCATIVE, isn't it?—this article. Maybe you agree, maybe you disagree, with the professor. Whichever your reaction, we will be happy to see it in the form of a brief letter for possible use in "Your Letters."**—Eds.

educated teachers, as long as ill-prepared students are admitted to colleges and universities and are permitted to "play" their way to college degrees, we shall simply be perpetuating ignorance and low standards at all levels. The *quality* of American higher education must be improved, not only for its own sake, but also to assure a general improvement in our educational system at all levels.

"So," you say, "the professor has presented a 'problem.' Is there a 'solution'? What can be done, now?"

It is time to take a hard look at our own attitudes and values. As citizens we have the *power* to improve the quality of education. But, do we have the *will*?

We can begin by respecting the scholar. As Sloan Wilson points out, "A child who hears 'eggheads' derided at home, and who sees his parents caring for little more than economic success and entertainment, can hardly be expected to excel as a scholar." I am not advocating a society of maladjusted eggheads. But certainly the answer is not well-adjusted blockheads!

What *do* we value and emphasize? A popular magazine showed us where at least one town, in the U. S. West, put *its* emphasis—on basketball. Perhaps you saw the article. Do you remember the picture of the gym and high school? The line under the picture read, "Modern gym dwarfs 37-year-old high-school building on the edge of far-sweeping wheat fields."

Another example of what we emphasize: A very charming girl wins a national "Junior Miss America" contest, and the cup of local pride runneth over! And it should. There is something wonderful about it, and I am certainly not against pulchritude and charm. But from the same county recently a man was selected to head one of America's finest liberal-arts colleges. No front-page newspaper articles, no receptions, no gifts.

"How many of us," recently asked Dartmouth College President John S. Dickey, "can say that either the home from which he came or the home he in turn created, let alone the homes of his friends, would get high marks as places where the life of the mind was honored in word and deed? Could we give a different answer as to our clubs, our businesses, the average American alumni association?"

Specifically, what can we do? Personally, I am weary of the blame being placed on national and State legislators for their repeated failures to appropriate more money for education. If they thought for a moment that the majority of voting citizens really wanted action, we would have had action long ago. They know better. And, furthermore, lack of funds is only a part of the problem. Quantity can be bought, but quality only partially so.

As responsible citizens, we can do at least three things:

First, we should demand that State-supported so-called institutions of higher learning actually serve as institutions of higher learning rather than as institutions for vocational training or life adjustment.

Second, we can take a long, hard look at educational leaders. Are they merely supercaretakers of plant and equipment? Are they empire builders who have permitted a mushrooming of course offering only loosely related to the serious business of higher education? Are they more interested in promoting larger enrollments through courses in pleasant trivia than in more serious matters? In short, what is their philosophy of higher education—if they have a philosophy? And are our college and university presidents, and other educational leaders, the sort of people who are capable of enlisting public support for valid higher-educational objectives? We must demand leaders of high quality if we are to have high-quality education.

Third, and most important, we ourselves must lend our personal support to valid educational objectives. We must let others know where we stand. And by personal example, we must upgrade the life of the mind.

Are we, as individuals, satisfied with education today? Do we have the *will*, as responsible citizens, to take action? Or will we "pass the buck" and leave action up to the next fellow? We cannot escape our responsibilities.

"No man is an Island, intire of itself; every man is a piece of the Continent, a part of the maine . . . therefore never send to know for whom the bell tolls; it tolls for thee."

EDS. NOTE: For further information on education and Rotary Club action in the field, send for Paper 646, *Education Is Your Business*, free on request from the Central Office of Rotary International.

Volkswagen's Heinz Nordhoff

The man behind the 'wonderful beetle of Wolfsburg.'

By HAROLD SEVERSON



Rotarian Heinz Nordhoff, Volkswagen president.



“WE MUST LEARN to develop bonds of international friendship that will enable us to live together as brothers in a world of tensions.”

That is the creed of a remarkable Rotarian—who took a bomb-wrecked automobile plant and in less than a decade made it the talk of the automobile world. He is Heinz Nordhoff, head of the Volkswagen firm of Wolfsburg, Germany.

Ironically, the little beetle-shaped car his huge factories produce is doing something the man who ordered it designed could never do. Adolf Hitler, who called on the talents of an Austrian auto designer named Ferdinand Porsche to design a “people’s wagon,” set out to conquer the world. He failed—but the little Volkswagen is well on its way toward conquering the world’s automobile markets . . . or at least a sizable part of them. The man who is responsible for the car’s success—a stocky, middle-aged man with thinning hair and a kindly smile, is the direct antithesis of Hitler.

“I believe in competition,” Rotarian Nordhoff declares, “but it must be keen, honest competition. We invite the engineers from the Renault plant to visit and study at our plant, and in Detroit I am treated as an honored guest when I tour the automobile factories of that city. We can never get anywhere in this world until we learn to get along with our neighbors and competitors.”

Heinz Nordhoff is an honorary member of the Rotary Club of Braunschweig, where one of the Volkswagen plants is located.

He took charge of the ruined Volkswagen works at Wolfsburg in 1948 on the invitation of the British

occupation forces. Originally a designer of automobile engines, he had headed the Brandenburg Opel works, then the largest truck factory in Europe.

He undertook the new job reluctantly, for he considered the Volkswagen an inferior machine. The Wolfsburg plant had been 65 percent destroyed by bombs, and production of cars and trucks for the British Army was lagging.

One of his first moves was to install a cot in his factory office. Then he started a seven-day, 80-hour week.

Starting from scratch, he inaugurated many changes. He utilized his talents as a businessman, designer, diplomat, engineer, and mechanic to convert the plant over to assembly-line production. He proceeded to improve every one of the 2,800 parts in the car Porsche had designed. He also organized sales management and careful cost-accounting systems. Workmen, startled and delighted, became accustomed to having Nordhoff pop up beside them, asking searching questions.

The British soon placed Nordhoff in charge of the entire Volkswagen company. Under him, production tripled in six months. Sales climbed to 105,712 in 1951 to 242,673 in 1954 to 550,000 in 1958.

Today the sturdy, low-priced Volkswagen is being sold in 130 countries faster than its manufacturers can produce it. In Germany, 41 cars in every 100 are Volkswagens and in eight European countries Volkswagen is outselling all other automobiles.

The Wolfsburg factory, just a few miles from the Iron Curtain, has become a shining example of Western efficiency. Nordhoff has been responsible for the building of thousands of housing units for his factory workers. The city today presents an impressive sight with its wide streets, two new schools, a well-staffed hospital, churches, and a shopping center.

Rotarian Nordhoff says no change in Volkswagen’s design is contemplated.

“It’s unlikely we’ll change until our sales start slipping,” he smiles. “Right now there doesn’t seem to be much danger.”

He is hopeful the day will come when European manufacturers will cooperate in programs to expand development programs.

“Rotary’s special brand of international fellowship,” says he, “has always appealed strongly to me. I hope to have a small part in promoting it as a service to all mankind.”

As one of the foremost international businessmen in the world, he’s in a good position to do just that.



Crowds fill the fairgrounds on the edge of Munich as the entire city celebrates the Oktoberfest, biggest of Germany's Autumn celebrations.

It's Festival Time in Europe

By ROBERT DEARDORFF

WHEREVER you go in Europe, Autumn is festival time—a season when local folks put on their carnival manners and celebrate the harvest in gay and spectacular ceremonies that are as old as men can remember. As a result, in almost any country you visit at this time of year you will have a behind-the-scenes look at a side of the Old World that many tourists miss: a homey, folksy land of parades in ancient costumes, band concerts, and spontaneous gayety that sweeps you up in the merry-making.

In whatever country they occur, these *festas* generate a special enthusiasm, as the people enter-

tain themselves as they always have with guitars or brass bands, singing whenever the mood overtakes them and dancing in the streets with unabashed enthusiasm. Stroll with the crowds, listen to their music, and you will catch their excitement, too, and have a glimpse of a festive, friendly continent that you will remember long after you have left the celebrations behind.

The major festivals take place close to large cities, which themselves are gay and lively now that Summer heat is diminishing, and theaters, operas, and night clubs are booking their Autumn attractions. A few hours' drive into the

country, or a day's excursion at most, and you are in the midst of carnival. It's easy to rent a car at moderate cost for a day or longer, or go by train to join the fun.

When you travel between Cannes and Paris, for instance, break your journey at Dijon, about midway along the route. On September 14 and 15 that ancient city will be transformed as people from the surrounding countryside flock to town to celebrate their annual wine festival with folklore processions, street dancing, and new wine flowing from the Barenzai Fountain. Listen to the bands and the singing, and have your camera ready—you will see mag-

nificent costumes and a good deal of high-spirited revelry.

If you go to Marseille from the 12th to the 28th of September, you can attend an international fair in that bustling port, or, farther along the coast near the Spanish border on the way to Barcelona, take part in an international folklore festival at Amélie-les-Bains on the 6th—more beautiful costumes and the strange, haunting music of ancient songs.

Sometimes you don't need to travel to the small towns and villages for harvest gayety. If you are in Munich from September 19 to October 4, you can even enjoy an extra dividend of pleasure: live in one of Germany's lovely, romantic castles (Schlosshotel Gruenwald, furnished with beautiful antiques) and from there, or a modern hotel (provided you make reservations in advance), take part in the revelry that marks *Oktoberfest*, when the city is transformed into a gigantic beer garden and country fair.

On opening day a parade more than three miles long, with people in gay clothes, some 60 costumed bands playing omp-pa-pa music, and decorated brewery wagons, winds through the streets to Theresienwiese, fairgrounds on the edge of town. There the Lord Mayor taps the first barrel of beer to open the carnival, and after that the fun is on.

Wander past the rows of tents,

some of them so big they seat 5,000 people, eating, drinking, and singing. Again and again you will see whole oxen being roasted on spits, plus an astonishing variety of sausages, fried chickens, and an *Oktoberfest* specialty, *Steckelfisch*—fish broiled on sticks over a wood fire. Go into a tent for a feast yourself and as darkness falls watch the fairgrounds turn into a wonderland of lighted ferris wheels, roller coasters, and electric signs. Then saunter along the midway and take in a side show of slap dancers in *Lederhosen*. Opening day or any day, you will have an adventure in merriment you will never forget.

Although *Oktoberfest* is the biggest of Germany's Autumn celebrations, there are many similar carnivals along the Rhine, Moselle, and Neckar River Valleys, when the villagers turn out dressed in their best clothes to dance and sing and feast in honor of the new wine. Their exact dates depend upon when the grapes are ripe, but generally they take place from mid-September to mid-October. If you are in Frankfurt or Cologne then, ask at the local tourist offices there, and you are almost sure to find one near-by.

Austria has many such festivals, too, and you can easily drive out from Vienna in late September or early October for a day of country fun with music, folk dances, and parades in villages like Duern-

stein or Krems. Again the exact dates depend upon the harvest, but any travel agency in Vienna can tell you when and where to go.

In Grinzing and Sivering, two suburbs of the Austrian capital, there are any number of small cafes where local folks also welcome the new wine with songs and good companionship. Walk along the main street of either place in the evening, and your ears will lead you to the merriment. Open the door and you will see a room crowded with men and women sitting at plain wooden tables, talking and singing to their hearts' content. Generally you will hear a two- or three-piece orchestra playing zither music. Sometime during the evening it is almost sure to sound out the famous zither theme song from *The Third Man* movie. Many people take their own sandwiches when they go to these cafes, but you can order food as well as drink there.

During the next few months in Italy you will see more wine festivals, and many other celebrations, too. For one of the most colorful harvest romps, take a short drive from Rome to tiny, ancient Marino on October 4, when free wine flows from the main fountain in the square and the whole village frolics.

Or, forgetting the harvest, go to Como near the Swiss border on September 5 and 6 and watch a 12th Century naval battle, with

(Below) Bellon; (center below) Boucher-Adepe



Roasted "stickfish" are an *Oktoberfest* treat. Interlaken reënacts the William Tell story.

A colorful couple dances the Boulou in Roussillon, France.

In Dijon, tasters test the new wine. Singers ride a festive float in Naples' Piedigrotta.





Skirling bagpipes, throbbing drums, and gay tartans catch at the eye and breath in the "march past" at the Royal Braemar Gathering near Aberdeen.

ships and sailors both dressed up in medieval trappings. Even without a carnival, Como is a lovely spot, with its mountain-ringed lake spread out in front of it. One of the most wonderful ways to spend a day there is to take the excursion boat that calls at a series of charming villages along the way. Get off at any one—each is a popular resort with fine restaurants and hotels—and have lunch among the flowers at a shady lakeside table, then catch the boat on its return trip to Como.

Should you journey to Venice any day during the first part of September, you can take part in the famous international film festival there, when celebrities from half the world lounge on the beach at the Lido and crowd the restaurants at night. If you're in the city on the 6th, you will see a beautiful procession on the Grand Canal of decorated boats that date from the days of the ancient Venetian Republic.

In Naples from the 7th to the 14th the exuberant local folks celebrate *Piedigrotta*, a festival of song contests, parades of decorated floats, and fireworks at night. The whole downtown part of the city wears carnival dress then, with rows and rows of sidewalk stands selling an astonishing assortment of food—hard nut candy,

pizzas, and, most surprising of all, whole calves' and pigs' heads, boiled, with a piece of lemon stuck in their mouths, as if they were eating. As you walk by, their empty eyes stare reproachfully at the crowds.

Most tourists miss San Marino, a tiny country set on a mountain top half an hour's drive from Rimini on Italy's Adriatic Coast, which claims to be the oldest republic in the world. In the national museum there you can read a letter from Abraham Lincoln congratulating the people on their long record of liberty. You can also explore the medieval fortresses that preserved that liberty for centuries and enjoy sensational views of the green, rolling farm land far, far below the soaring peak on which the tiny capital city sits. If you go there on September 3, San Marino's independence day, you will also see a parade and an exhibition of crossbowmen, with all the participants dressed in medieval costumes.

Major Spanish festivals always include special bull fights starring the best matadors in the business. If you want to sample this bloody but exciting sport, visit Santander, one of the country's major seaside resorts some 160 miles from France's fashionable Biarritz. There, from the 2d to the

10th of September, you will find an exhibition of Castillian arts and crafts, folk dances for which the participants wear magnificent costumes, and regattas as well as bull fights. Or, if you are in Madrid from the 4th to the 6th, drive to near-by Aranjuez for more special fights in a *fiesta* atmosphere.

In Seville you can take part in still another festival from September 20 to October 6, with more bull fights and parades. In Barcelona from the 23d to the 26th there is also a good one, and, if you miss that, a third in Avila from October 9 to 17.

ANY one of these cities is worth visiting at any time for its ornate Spanish architecture, its museums and richly decorated churches—above all, for the easy, gracious life you enjoy in a world where hurry is frowned upon and *mañana* is sure to come. But at festival time you have all that, plus excitement and music and a rousing good time as the people throw off the restraints of their workaday world to celebrate as they have for centuries.

Each nation, of course, brings its own national characteristics to its folk entertainments. The music changes with the country, and the mood as well, and so, if you go to Switzerland during the next few months, you will have a different kind of fun, often more rustic and less sophisticated than in the Latin countries, with yodelling instead of guitars.

Biggest event is the William Tell Festival, when the apple-shooting story is enacted in a majestic woodland setting at Interlaken, a village of Hansel and Gretel-like houses at the foot of the mighty Jungfrau glacier. More than 270 local actors dressed in medieval costumes, complete with spears and lances, take part in the three-hour performances, the

THE ROTARIAN

British Travel & Holidays Assn.

Along the seafront at Brighton, England, rattle and putt the survivors of the "Old Crocks' Race," a 53-mile run from Hyde Park Corner, London, open to cars manufactured before 1904.



last of which will be given on September 6 this year.

Like its neighboring nations, Switzerland has a good share of wine festivals, too, and they follow pretty much the same pattern here as elsewhere—parades, folk dances, and band concerts. Some of the best of these take place in Lugano on September 27, and in Neuchâtel and Morges on October 3 and 4. Although gayety is unbounded at all these celebrations of the grape, you will discover almost no intoxication, for the people are seeking fun, not forgetfulness.

In addition, there is a big National Autumn Fair in Lausanne from September 12 to 27, with more music and parades in that charming city on the shore of Lake Geneva, and in Bern, Switzerland's capital, you will see an antiques fair at the Hotel Bellevue Palace from October 9 to 19. Should you go there, be sure to allow at least a day for wandering past the arcades and ancient fountains in the old part of the city, visiting the pits on the edge of town to watch the bears perform, and observing the intricate movements of the animated figures of the famous clock tower when it strikes the hour.

In Britain the festival mood, changing again, provides still more variety, as Morris dancers in white shirts and stockings and black knee-length trousers and Scots with kilts and bagpipes display their entertaining skills. You can see the Morris dancers in Headington on September 5 and 6, in Ludlow, England, on the 26th and 27th, while the Scots perform in Braemar, Scotland, near Aberdeen on the 10th. Called the Royal



Giant dragonflies and pretty girls decorate a parade float at the wine festival in Neuchâtel, Switzerland.

THE LATEST ON CANNES

ON THE French Riviera, in the beautiful resort community of Cannes, will be held the Regional Conference of Rotary International for the European, North African, and Eastern Mediterranean Region. The dates: September 25-28. You are invited to attend this miniature international convention. Though primarily for the more than 2,300 Rotary Clubs and 100,000 Rotarians in the ENAEM Region, it is open to Rotarians and their families from all other parts of the world.

PROGRAM—Rotary's President, Harold T. Thomas, will preside at the four plenary sessions. Speakers will include Abbé Pire, Nobel Prize winner for outstanding work with refugees; Sir Reginald Maudling, member of the British Parliament; Augustin J. Catoni, Chairman of the Conference Committee; and President Thomas. There will be multilingual discussion assemblies, and panel discussions on Rotary's place in Europe and on aspects of European economic plans.

ENTERTAINMENT—On the stage of the Palais des Festivals will be presented a musical program on Friday and Saturday evenings, with an optional sea trip to the Isles de Lérins; a fireworks display along the beach; a special show for the ladies; the President's Ball; and the spectacular beauty of Cannes itself, its harbor, its shops, its warm sun.

HOTEL ACCOMMODATIONS—For those Rotarians who will be reading this in mid-August (in Canada and the U.S.A.), it is not too late to obtain good hotel rooms by writing NOW to the Rotary Regional Conference Office, Boite Postale 280, Cannes, France.

TRANSPORTATION—Contact your local air-line, steamship, or travel agency office. Two steamship companies—the Italian and the Adriatic—are offering 25 percent reductions on fares to Rotarians going to Cannes.

If you are taking that long-planned European vacation in September, plan to be in Cannes for the Conference. It will add an unforgettable Rotary experience to your trip.

Braemar Gathering, this is the exotic highland show of piping, dancing, and sports, performed on the edge of the village against a background of purple heather and distant green mountains.

Other interesting events during the month include the Horse Show in Edinburgh, Scotland, on the 4th and 5th and an antiques fair in Harrogate, England, from the 3d to the 10th. If you are in London or Brighton on the first of November, there is a curiosity that's good for interest and a laugh: a race of antique cars chugging along at ten and 12 miles an hour between the two places.

Besides folk festivals, Europe has several memorable music and theatrical entertainments this Autumn. Most famous of these in the months to come are the Music Festival in Switzerland's Montreux on Lake Geneva and the Shakespeare Festival in Stratford, just a few hours' drive from London. At the former from Septem-

ber 2 to the 24th you will hear symphony orchestras from Amsterdam and Paris, at the latter from now until November see some of Britain's finest actors perform the great plays in the Shakespeare Memorial Theater. Set in the neat, gardenlike country of England, Stratford is a lovely old market town that is a joy to visit at any time for Anne Hathaway's thatched cottage and the stately homes and castles nearby, but during the festival it's even more fun, because the ancient pubs and inns are jollier then and the performances themselves magnificent.

In short, whichever countries you visit now, you will find festival amusements close at hand. They provide friendly, uninhibited gayety that, added to Europe's museums, cathedrals, superb scenery, and big-city entertainments, will turn your trip into a high-spirited adventure you will not forget.

and
now—
the era
of easy
credit



...by
Oscar
Schisgall

Illustrated by
Dale Maxey

These days, even banks are eager to lend you money 'on your signature alone.'

FOR months New York's newspapers have been carrying full-page advertisements by the First National City Bank, saying:

"Here's a wonderful new kind of credit that lets you spend *what* you want, *where* you want, *when* you want. . . . When you need money, *just write a check!*"

It is made clear that such checks are not to be drawn in the regular way against funds which have been earned and deposited. They are to be drawn against money advanced by the bank; a loan made on no greater security than the borrower's signature.

The First National City Bank of New York is not alone in offering such service. In virtually the same words advertisements have been run by the Bankers' Trust Company, the Chemical Corn Exchange Bank, and Manufacturers' Trust—indeed, by leading commercial banks in almost every major city of the U.S.A.

All this is part of a campaign without parallel. After a slow start some four or five years ago, the banks of America have suddenly rushed into a new area of competition with one another. They are trying to persuade people in all income brackets, small as well as large, to use personal credit—which is another way of saying to borrow money. They are appealing to people who never before borrowed from banks. And to make this campaign effective they are literally spending millions in advertising through newspapers, magazines, radio, television, car cards, posters, direct mail, and pamphlets.

Only a few years ago every American of substance preached the virtue of personal thrift. We were taught that "pay as you go" was the only sound policy. We were exhorted to stay out of debt. Teachers, clergymen, government officials, economists, editorial writers, even bankers, assured us that to spend money before we earned it was the road to ruin. And anybody who deliberately enticed us into debt was a spokesman of the devil.

In those days, ten or 15 years ago, when banks made personal loans they had to be secured by

adequate collateral or they had to be guaranteed by responsible co-signers of the note. Any bank official who lent money without such security did not long remain a bank official.

Now all this has changed. To test the system for the purposes of this article I went to the personal-loan officer of the commercial bank in which I maintain a checking account. I told him I'd like to borrow \$2,000 to be paid back in 12 monthly installments. "But I don't want to ask anybody to co-sign a note for me," I added, "and I can't offer you any collateral. Moreover, as a free-lance writer I have no regular salary."

Ten years ago the man would probably have laughed me out of the bank; he later admitted it. But now he gave me an application blank. "Where it says 'Income,'" he said, "just set down your average yearly earnings. Take the past five years as a base. And you might mention two or three of the publications for which you write."

I followed his instructions. The application was a simple one-page affair. I signed it on a Monday afternoon at 1:30. The next morning, at 11, the banker telephoned to say the money was waiting for me. It was literally as quick and simple as that.

Whether this new order is good or bad, prudent or spendthrift—whether it leads to prosperity or to ruinous inflation—is a matter on which a good many people, including bankers, have articulate opinions.

The fact to be faced is this: liberalized personal credit has proved enormously popular.

In 1951 the banks of the United States had \$3,357,000,000 outstanding in personal loans, most of it secured by collateral or co-signers. Now, only eight years later, the sum outstanding in personal loans has jumped to some \$9,000,000,000. And a steadily increasing amount of this represents loans made by commercial banks with no greater security than a signature!

As significant as the dollar volume itself is the fact that more than 12 million Americans now have such personal bank loans—

three times as many as in 1951. In eight years the figure has tripled.

It is a revealing thing to study the three principal areas of consumer credit as offered by commercial banks.

1. *The straight personal loan.* How much can the average person expect to borrow? Maximum sums vary from 10 to 20 percent of annual earnings, with the national average at about 15 percent. A man earning \$5,200 a year—\$100 a week—may expect to get \$750 on his personal note. A man earning \$10,000 can get about \$1,500.

Yet every bank adds: "The amount may be reduced because of other bank debts a man may have. We do not believe in saddling him with obligations too heavy for him to meet. For his own good as well as for our safety we will lend him what he can comfortably pay off in the agreed upon time—which may be up to 36 months."

Surprisingly—and this makes many an economist blink—almost every bank reports that it checks only those debts an applicant may owe to other banks. It does not inquire into what he owes on department-store bills, on private loans, on rentals, or on any other unpaid accounts. Does this seem naïve? Bankers defend the policy by explaining, no doubt with the logic of experience, that many personal loans are made to pay off other obligations; therefore they do not necessarily add to a man's indebtedness.

BUT the fact is that in 1951 the American consumer was paying installments on a total debt of \$22,617,000,000; this included what he owed to banks, to stores, on his car, and everything else. Since then the total has virtually doubled, reaching the sum, this year, of \$35,000,000,000. Obviously, then, the public is *not* borrowing from banks merely to consolidate and pay off other debts. It is using credit to go far beyond that.

And how much does such credit cost? On direct personal loans, most of the larger banks charge an interest fee of about \$4.25 per \$100. (The rates on many newer schemes [Continued on page 53])



R-O-T-A-R-Y

*That spells fellowship for yachtsmen around the world...these
being Oklahomans on a happy week-end cruise. Climb aboard!*

HUNDREDS of Rotary families who every week-end hitch boats behind their cars and head for the nearest body of water all agree on one thing: if you are looking for fun and relaxation, you'll find them afloat. They are part of the big boom in pleasure boating which has dotted the world's inland and coastal waters with millions of people spray-bent on a few hours or days of watery fun. On a typical Summer week-end in the United States alone an estimated 7 million families park their cares on the dock and sail off in everything from 12-foot dinghies that can be carried atop a car to \$75,000 cabin cruisers with electric refrigerators.

Like many sports, however, it's often more fun when there are more people. Groups of boating enthusiasts, like the Rotary families shown on these pages, frequently roar off together on a one- or two-day cruise which combines everything from water skiing to camping. A typical venture was this lark charted by the Rotary Club of Will Rogers (Tulsa), Oklahoma. Twenty-two Club members, their boats laden with picnic baskets, sleeping bags, wives, kids, friends, and extra cans of gasoline, rendezvoused one Friday afternoon on the near-by Grand River. Clustering about the flotilla "flagship," a seagoing house

trailer called the *Queen Mary*, they purred downstream into Oklahoma's Fort Gibson Lake and hove to off a sandy beach owned by one of the Club members. Then the fun began.

Landlubber members who had trucked supplies to the beach earlier in the day had two big tubs of spaghetti ready for appetites whetted by the afternoon cruise. By nightfall all those who hadn't already kicked off their shoes did so and joined a beach frolic called the "Barefoot Ball." Later they lit cheerful campfires, warmed up further with singing and hot coffee, and went gliding off on a moonlight cruise. Some slept in their boats that night, others in beach cabins, and the hardiest of the lot rolled up in blankets on the sand. A plentiful breakfast of ham and eggs and bacon, prepared by the secretary of the Will Rogers Flotilla, Ed Higgins, ended the shore activities. By Saturday noon everyone weighed anchor for home.

The Will Rogers Flotilla is typical of a growing group of Rotarians who find that water makes a good avenue for international friendship. Their "International Yachting Fellowship of Rotarians," which has nearly 500 members in Africa, Australia, Europe, and North America, elects an "International Commodore" and other flag officers yearly, and issues burgee numbers.



The African Queen, clown of the fleet, struggles to shore.



Dale Watt warms up for a sand-in-the-toes "Barefoot Ball."



Roughing it, Wm. ("Batt") Batterson and others slept out on the beach.

Rotarians, wives, guests—104 in all—cruised 40 miles to a sandy beach, then ate spaghetti, danced, swam, swapped stories, and slept.



Photos: Rotarian Meyers Cornelius

R-O-T-A-R-Y

(Continued from previous page)



Fresh-water comics Ed Higgins and John Elder. Anything for a laugh.



Pretty ladies in a variety of beach attire brightened the outing. Fellowship Chairman Jimmie Jones (left) and Bill Daily agree that the wives make welcome crew members.



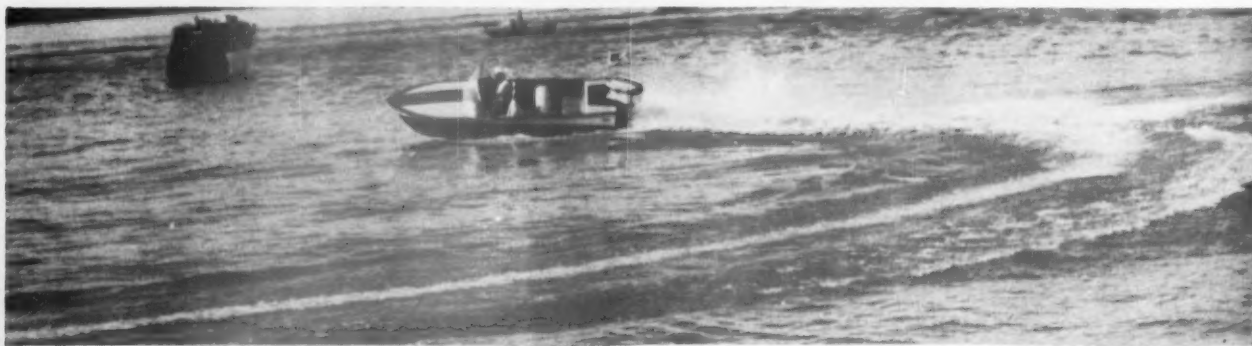
Potatoes—smell 'em frying? Swimming, water skiing, handstands on the beach boosted appetites.



For the 22 boat owners of the Rotary Club of Will Rogers (Tulsa), Okla., nothing beats the spray-splashed thrill of a run down the lake. Seven million U. S. boat owners agree.



Chief Cook Ed Higgins (at wheel) fried ham and eggs, brewed coffee for 100 on Saturday morning.



Whoopie! Churning through a tight turn on Oklahoma's Fort Gibson Lake, a Rotarian heads back to pick up a freshly dunked water skier.

Some Verses...in Variety

The Hunter

*Deer-hunting season still reminds our mother
Of that November forty years ago
When any day our hoped-for baby brother
Would put in his appearance, with new snow.
She tells how father made no plans to seek
The lovely and elusive deer, relating
How he would find a hundred tasks, and speak
Much of a son, who had two daughters, waiting.*

*And so she didn't know how much he missed
His deer hunting until the baby boy
Arrived, and dad leaned over her and kissed
Her and the blond one, and remarked with joy
Upon his unbelievably good luck:
"We've got ourselves a young albino buck!"*
—ELAINE V. EMANS

This Grief I Do Not Get Over

*This grief I do not get over.
It came when the leaf was gone
And snowflowers covered the clover
And icicles crackled at dawn.*

*I cried and tried to forget it,
But grief is too faithful a friend
And time is a stone to whet it,
And its orbit has no end.*

*I thought that Summer would find me
An unwept meadow of clover,
But the best it could do was remind me
This grief I do not get over.*
—THOMAS JOHN CARLISLE
Rotarian, Watertown, N. Y.

Conservationist

*A vision fills his thought—perceptive one—
A vision of clear rivers laved in sun—
Within his mind a far-off goal appears,
Shining beyond the boundaries of his years,
To spare for unborn sons earth's rare resource,
To channel mountain water's quickening course
Between strong banks along a thirsty waste,
To set apart as shrine, and undefaced,
A wilderness, safe refuge for the wild—
The elk, the stag, the doe with tender child
At rest, unharried, on a bed of fern,
The egret, soaring ibis, and the tern.
He seeks in marshes Nature's reservoir
And plants young forests on a glacial scar.*

—BERTHA WILCOX SMITH

Boy and Big Business

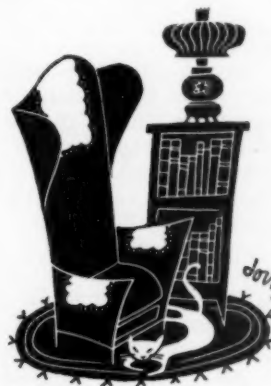
*He is pushing nine and no whit older
But he holds the pole against his shoulder
As if he has known for a hundred years,
And with much more wisdom than all the seers,
The most likely place for fish to bite.
Sun has darkened his skin and thatched him light
And freckles have sprinkled his upturned nose
And dust puffs gray through his bare brown tocs
So that being a big executive
Is the last impression this boy would give
Except that he walks as if earth were his
And for a boy fishing—it really is.*

—ANOBEL ARMOUR

To Many Wives

*Taken for granted? Oh, be glad you are!
So much is doubtful; let him, in his need,
Be sure of you with no mistrust to mar
His faith. What did your marriage mean, indeed,
Save that you granted him your love for life
The day he said, "I take you for my wife"?*

—JANE MERCHANT



Old Things

*I like old things, like tapestries
Whose threads are softened by the years—
A hooked rug, wide and woven deep,
And crystal-laden chandeliers!*

*Old tin types and a Godcy print
Can send me into ecstasies!
Two sad irons to hold up my books—
Oh, what I wouldn't give for these!*

*I love old pewter, sandwich glass,
A coal-oil lamp—a platform chair!
And what a patchwork crazy quilt
Can do to me's beyond compare!*

*I even like old apple trees
And mossy roofs on barns and such!
I like rail fences, wooden walks,
And things that don't amount to much!*

*I like dim attics and their trove—
Old trunks, and albums full of kin!
And best of all, I'd want for these
An old, old house to keep them in!*

—CRISTEL HASTINGS



'I WANT TO REPORT A FIRE'

By PAUL W. KEARNEY

Hundreds of lives and millions of dollars have gone up in smoke because

ONE NIGHT a New Yorker picked up his telephone and told the operator he wanted the Fire Department. A dispatcher in the Fire Communications Bureau took the call with the stock opening question, "Where's the fire?" And the voice of an obviously educated man replied:

"I'm not reporting a fire; I want some advice. I have been smelling smoke in my apartment all evening; however, I can't see any smoke. And although I've investigated thoroughly, I can find no evidence of anything burning. Would it be legitimate to ask you to send a man around to see if he can locate the trouble?"

"It would be," said the dispatcher tersely. "What's your address?"

"Now wait a minute!" interjected the caller. "Please hear me out. I am not giving you a fire alarm. I do not want the engines to come because there is an elderly woman in this apartment convalescing from a heart attack, and I'm afraid the excitement would do her no good. Therefore, I will not tell you my address unless you give me your word of honor as a gentleman that you will not send the engines."

"O.K.," sighed the dispatcher

patiently, "I can send a man. But tell me, have you felt the walls of the room where you smell the smoke?"

The cultured voice said, "No."

"All right," retorted the dispatcher, "go feel all four of them—I'll hold the line."

In a few moments the report came back that one wall was definitely warmer than the others.

"What kind of a house is this?" inquired the fire-alarm man.

"One of those three-story-and-basement brownstones, converted into an apartment on each floor."

The dispatcher's pulse quickened, but he kept his voice even. "It's a deal, Mister," he said casually. "I give you my word I won't send the engines. Now, what is your address?"

Jotting down the street number, he said, "I'll have a man right over." Quickly hanging up, he barked an order to his crew who had been waiting at their stations. "Box 1278—send it out!" And a few seconds later the bells in the firehouses started clanging, turning out a full assignment of three engines and two hook and ladders.

Such a barefaced double-cross may shock the sensitive, but it paid off handsomely. The batta-

lion chief first due, arriving within two minutes, found fire in the hollow wall of the building all the way from the basement to the roof; immediately he ordered a second alarm. And the nine companies responding to that summons had their hands full keeping the hidden blaze from sweeping right down the block.

If this example suggests there's more to sending a fire alarm than meets the eye, that's the intent. In this department the average citizen is pretty naïve.

Three years ago in Maryland another well-meaning individual took 'phone in hand and said: "There's a small fire down here in Arundel Park; will you send a fire truck?"

With traditional prudence, born of bitter experience, the fire department sent three pieces of apparatus instead of one—and they weren't nearly enough: the "small fire" quickly bloomed into a holocaust which snuffed out 11 lives, injured 250 persons, and did \$150,000 in damage.

A few years before that a late patron in the cocktail lounge of the Hotel LaSalle in Chicago saw a wisp of smoke come from behind a wall seat; when the seat was removed, flame was visible.



Illustrated by Ken Kenniston

people didn't report fires as soon or as correctly as they should.

Deciding it would be prudent to get out forthwith, the customer sauntered to the street and asked a newsboy where the nearest fire-alarm box was. Being blind, the newsboy understandably didn't know. So our eyewitness merely continued across the street and leaned against a building to see what would happen.

What happened was a roaring blaze which presently swept through the cocktail lounge, into the highly combustible lobby, and thence upstairs through blocked-open fire doors. The final toll was 61 dead. Yet if that observer had pulled the box on the corner when he went out, the firemen could readily have stopped the outbreak in its tracks. It was 15 minutes before somebody finally telephoned from the hotel—again asking for one truck!

The records fairly drip with such examples of ignorance, first, of fire's behavior and its speed of travel; second, of how to send a fire alarm and why it should be done with alacrity. So firemen aren't interested in opinions and advice. They want to be told where the fire is without extraneous conversation.

However, in one city they weren't too happy about the man

who called in to report laconically "an automobile fire on Elm Street, near Main." He neglected to mention that the car was in the middle of a crowded parking lot; firemen found 20 other cars involved.

Nor are they enthusiastic about people who call in and excitedly give their old address, from which they moved months ago.

This is not to imply, however, that folks in fires get wacky only over the telephone. A few years ago a wife woke up to smell smoke; then she screamed, "Fire!" in her sleeping husband's ear. He leaped out of bed, dropped out of a second-floor window, and ran three blocks to a firebox in his nightshirt and bare feet. Some minutes later a milkman found him hysterically hammering on the box with his fists: he hadn't yet sent in the alarm.

Time and again people will run or drive all the way to a firehouse to give an alarm, passing a number of red boxes en route without thinking to pull one. In Joliet, Illinois, a man ran 16 blocks, passing seven fireboxes, to report a blaze in his home. Largely because of this delay the house was burned to the ground.

But by far the most common

blunder, with either telephone or alarm box, is failure to send the alarm at all immediately upon discovery of the outbreak. Time and again people will either ignore the odor of smoke, hoping it will go away, or they try to fight the fire themselves instead of summoning trained help first. A graphic example of both errors was the catastrophe in the hospital in Effingham, Illinois, where a visitor smelled smoke in the hall and reported it to the receptionist, who assured him it would be taken care of. An hour later, when he was leaving, the visitor complained to the girl that the odor was more pronounced, whereupon she blandly pointed down the hall to where the building superintendent was finally approaching with a fire extinguisher.

Nobody ever saw that man alive again, for he died in the blaze. So did 77 patients and nurses—because nobody thought to send in an alarm until the whole place was a bedlam.

This blunder is so common it is sickening. Two years ago in a Hartford, Connecticut, cathedral the sexton smelled smoke in the basement about 6 A.M. But he did nothing about it until an hour and a half later when he saw a deputy fire chief arrive for early Mass; then he told him. The chief immediately went downstairs, where he could plainly hear flames roaring in the hollow wall overhead. Racing to the street, he pulled a firebox. By the time the first companies arrived, the flames were bursting through the roof. The final tab on that blooper was the total destruction of a 3-million-dollar edifice.

Most consistent offenders in the delayed-alarm department are hotels that apparently would rather barbecue their guests than frighten them. In most such establishments a fire alarm must go through a chain of command: the watchman discovering the trouble must notify the switchboard operator, who relays the information to the night manager. He, in turn, alerts the engineer, who hies himself upstairs to investigate. If, in his amateur opinion, the situation warrants firemen,

'I WANT TO REPORT A FIRE'

(Continued)



he so informs the night manager, who takes the proper steps. It is just such a ring-around-a-rosy routine which has resulted in a number of hotel-fire deaths in various parts of the U.S.A.

It seems pretty evident that neither the telephone, the alarm box on the corner, nor the iron ring in the village square is worth much as an alarm system until somebody uses it properly.

The most familiar type of alarm

dozens of U. S. cities and developed by the Bell Telephone Company replaces the telegraph alarm box with an outdoor telephone set housed in a brightly painted box and mounted at street corners. The instant you pick up the receiver, a light flashes on the fire-department board, pin-pointing the call, and you're talking to the fire dispatcher. He gets the exact address and nature of the fire from you, looks up at a chart of the city, and engages a plug that sets the required fire trucks rolling to the scene in 30 seconds. The emergency telephones can also be used to report accidents and summon police ambulances or other aid.

But more important than any particular system is the person who may have occasion to use it. This puts the ultimate burden on

time you go out, reading the simple directions several times to impress them on your subconscious. If you ever have to use a box, re-read the directions so you will be sure to complete the simple operation.

3. If you discover a fire, in your own place or somewhere else, *send the alarm in first*; then do whatever else seems advisable. And don't be timid about sending an "unnecessary" alarm: all firemen would much rather answer a call where there's nothing to do than get one too late.

4. If you use a street firebox, and if the fire is not in direct line of vision from that point, remain at the box until the first fire company arrives so that you may direct it.

5. If a fire-alarm box and an ordinary telephone are about



The caller talks directly to the fire dispatcher in Bell's direct-line system. Gamewell's newest system (top) includes a traditional alarm plus a telephone.



Moving a trigger in the "little red box" sends a telegraphic signal to firehouse.

system in the U.S.A. is the "little red box," in use for more than half a century, in which a handle is pulled or a trigger released to send a telegraphic signal to the fire department.

Automation's answer to fire reporting is the so-called "master box," equipped with thermostats. Installed in schools, hospitals, or commercial buildings, this type of alarm system compels the fire to report itself directly to the fire department without human aid—or error.

A new system now in use in

the individual citizens who, perhaps once in a lifetime, may be that person. Blanket instructions on how to use an alarm box aren't practical because of variations from city to city. However, New York's Fire Commissioner Cavanagh has some general advice which will apply anywhere:

1. Learn the locations of the fire-alarm boxes nearest your home and place of business. Make note of those you pass on your habitual travel routes.

2. Make it a point to stop and examine one of these boxes next

equally accessible, use the alarm box: it is faster and more accurate. The most convenient 'phones are often put out of service by the fire itself.

6. When reporting a fire by telephone, give the essential facts clearly and concisely. Answer the questions asked lucidly; there's a reason for them. And skip the advice. These boys know their business.

For a broad overview of the fire picture, send for Paper 614, *Community Action for Fire Safety*, which carries a built-in Club program for your use. It's gratis from the Central Office of Rotary International.



Peeps at Things to Come

By Roger W. Truesdail, Ph.D.

■ **Dual-Purpose Inflator.** Liquid carbon dioxide in a pressure container will inflate the average-sized car tire from zero to 22 pounds in six seconds without muss, fuss, or bother. It also is an effective fire extinguisher for the car, boat, plane, kitchen, cottage, or camp. Refills are available.

■ **Piscatorial Aid.** A new monofilament spinning line enhances one of the basic thrills of spin fishing—ease of casting long distances with light lures—because it is 20 percent stronger and has one-third less stretch than other standard monofilament fishing lines. The new line is thinner than other monofilament lines of equal break-test, a factor which permits reels to hold a greater amount of line and the use of lighter sinkers, and gives less water resistance in trolling and bottom fishing. Stretch is reduced to the point where the fisherman has maximum control in setting the hook and yet is protected by enough elasticity to take up the shock of a heavy strike. It is being made in gun-metal gray for low visibility and is available from four- to 30-pound test.

■ **No-Heat Welder.** A special formulation of the new epoxy resins is featured in a product which chemically welds, seals, solders, and "fills" without the use of tools, heat, or flame. The kit consists of three component parts: resin, hardener, and atomized steel. It is a filler, and bonds steel to steel and adheres wood to brass, aluminum, bronze, porcelain, concrete, glass, and most plastics. When the steel powder is mixed with the resin, it hardens into a steel-like material which can be drilled, tapped, or filed. The maker's recommended uses include repairing leaks in steel tanks and steam pipes, sealing holes in furnaces and leaks in plumbing, repairing holes and dents in autos, mufflers, gas tanks, cracked blocks, and motor heads.

■ **Pushbutton Hospital Bed.** Ten years were required to perfect the mechanical hospital marvel which permits many bed patients literally to take care of themselves. For the first time a bed patient can have immediate and constant service literally at his or her fingertips by merely pressing one of the pushbuttons located on the bed tray. Perhaps the most spectacular device is the built-in flushable toilet which rises

to bed-top level and also swings to the side of the bed for use by ambulatory patients. Besides rendering the bedpan as extinct as the dodo bird, this bed has numerous other functions. Push another button and out slides a porcelain lavatory complete with hot and cold running water. Other buttons control a trapeze bar which the patient can grasp to change positions, a device which automatically raises or lowers the bed to a convenient level, and an electric oscillating device which enables nurse or doctor to exercise the patient. The main portion of the bed may be converted into a stretcher cart, allowing a patient to be moved with minimum effort and discomfort.

■ **You-Name-It Tool.** A handy new device has been called "craftsmen's best friend." Neither animal nor vegetable, this versatile aluminum tool is only 12 inches long and light enough in weight to carry in pocket or toolbox. It offers a haul of tricks for solving carpentry problems at home or in the field. It functions as both a combination square and a bevel, and it can handle most jobs calling for a framing square. It also will level, plumb, measure in inches and degrees, and determine the pitch of an existing roof—all with speed and accuracy.

■ **Pocket Water Purifier.** Many questionable water problems of travellers, campers, and sportsmen can be solved

through use of a pocket-size, eight-ounce, plastic bag purifier which converts contaminated water into pure and safe drinking water. It is filled with water and shaken, and in five minutes a full quart of potable water may be drawn from its plastic tap. A combination of activated carbon granules and diatomaceous earth are impregnated with silver and these loose materials in the bag are thoroughly mixed with the water. The bacteria are killed upon contact with the silver. A filter in the bottom of the bag clarifies and improves the taste of the water. The purifier bag is effective for 200 fillings, or 50 gallons. Extensive laboratory tests indicate absolute protection against the many intestinal-type infections from water which are so common and unpleasant.

PEEP-ettes

—An all-black attractively designed nonbreakable lightweight charcoal scuttle is handy for barbecues, cook-outs, patio parties, and picnics. It has a snug-fitting lid and wire bail with plastic handle.

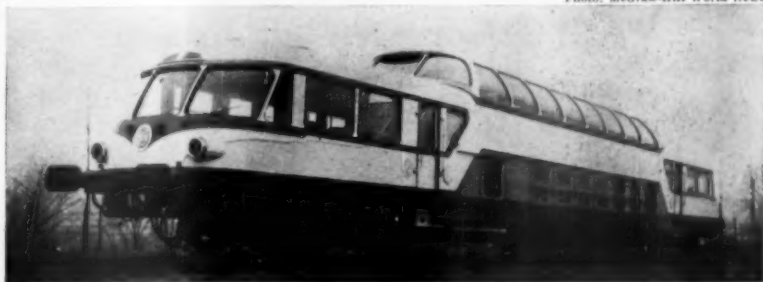
—Tough plastic is used in the construction of a new sprinkler head which is claimed to be noncorrosive, self-cleaning under normal conditions, and a reversible core which permits either a fine or a normal spray.

—Designed by a school teacher, a multipurpose ruler has a face with 12 one-inch divisions, each calibrated into 16ths. Each one-inch division is a separate hinged unit whose underside is calibrated with decimal equivalents. The base of the white plastic ruler, below the hinged units, contains additional fractional, decimal, and percentage information.

—A nonretractable industrial pen in medium and fine points with blue, black, red, or green nonskip ink has its own ink eraser.

Readers wishing further information about any product mentioned may address inquiries to "Peeps," THE ROTARIAN Magazine, 1600 Ridge Avenue, Evanston, Illinois. They will be promptly forwarded to the manufacturer.

Photo: McGraw-Hill World News



Of interest and convenience to tourists in France this Summer—and to visitors to the Rotary Regional Conference in Cannes this month—are the new "panoramic" rail cars which are now moving over some of the country's most picturesque and scenic routes. They are built to carry 88 passengers at a top speed of about 85 miles an hour. Called "autorails," they are powered by a diesel-electric unit of 800 horsepower. The upper deck is for first-class passengers, who ride in reversible airplane-type seats. Second-class compartments are placed at either end of the car.

Rotarians of Wellman, Iowa, set their whole town talking
—about world problems. Here is what happens when a...

Small Town Steps Into Their Shoes



Fuel-oil distributor Russ Winegarden (left) "represented" Red China in Wellman's "Into Their Shoes" Conference. He read books and magazines, gathering material to convince others that "his" country should have a voice in the U. N.

Housewives made signs for the big opening session (p. 33).



JUST ABOUT everybody in Wellman, Iowa, knows Russ Winegarden. His dusty red fuel-oil delivery truck is as much a part of the local scene as the striped awning over the Ben Franklin variety store. He likes to chat with his customers about the usual things: the corn crop, the turkey market, the weather, the 80 acres for sale down the road.

A few months ago, however, folks of this little rural town were wondering if they were hearing the same Russ Winegarden.

"We've got 600 million people—the biggest nation in the world," he said. "The kind of Government doesn't make any difference. If we can't do business with other countries, we just have to keep on talking through the Russians. And that's no good."

It was the same Russ they had always

Photos and Text by Herbert A. Pigman

known. The difference was that he and a lot of other people in Wellman were taking an extraordinary venture into the realm of world affairs, a realm which heretofore had been strange territory to many of them.

Russ was summing up his position as a representative of Red China in Wellman's recent "Into Their Shoes" Conference, a new kind of town meeting in which people explore, debate, and try to come up with their own solutions to major world problems. Each person looks at the problems from the viewpoint of people of another country. Thus he puts himself "into their shoes."

Wellman (pop. 1,071) was the first town of its size to put on such a meeting. The local Rotary Club sparked it. Russ Winegarden, a Rotarian himself, was one of the 109 people who liked the idea . . . and who carried it out so successfully they amazed



A tenth of Wellman's population joined delegations. Here Mennonite Bishop Elmer Swartzendruber, turkey raiser Leo Gislain, Indian exchange student Kanti Bhansali, and lawyer Albion Young, then Rotary Club President, carry the discussion of refugee care into a punch-and-cookie social hour.

Delegates studied for weeks before the Conference opener (below). Later they split into small groups, waded into debate on world problems.





Enos D. Miller, town doctor for 49 years and a Rotarian, was chairman of the Conference. "This is a big job for a small town," he said. "We had to scratch for material. Everyone seemed to become more and more enthusiastic as it moved along."



Joan Kriedeman, a housewife who headed the Panama delegation, studied problems of refugee care. "This World Refugee Year will do a lot of good," she said. "I don't know how many refugees we can help. Panama's not too rich, you know."



Gas-station owner Duane Tadlock read several books in preparing for his rôle as Russian delegation chief. He helped to draft a resolution calling for the establishment of a world atomic-research center, and the junking of all war weapons.



Basketball coach Glen Williams represented Japan. High-school senior Tom Capper was on the all-student Austrian delegation, whose leader, Ronna Schwartz, has become so interested in Austria that she hopes to go to school there next year.



Sparkplug of the entire Conference was the Rev. Paul Dietterich, a Wellman Rotarian. "Our community really has become alert to international affairs," he said. "Into Their Shoes has done more good than 100 sermons on world peace."



Rotarian Lyle Wade, an automobile and farm-implement dealer who also serves as Wellman's Mayor, suggested that the next Conference be held some other time in the year. "Spring is a busy time in a rural town like this," he explained.

even themselves. "I never knew a town to get so world-minded," said a housewife after a final plenary session. Almost a fifth of the townspeople, including some 100 spectators, had gathered in the high-school gymnasium to hear friends and neighbors debate and vote on their recommendations for disarmament, refugee care, and three other world problems.

Today, four months after the Conference ended, the problems still are topics of lively discussion. The Conference has had other effects too. People who haven't cracked a book in years are using Wellman's new library. Book withdrawals there have risen. In some ways it is as if Wellman had pecked its way out of a shell of isolation. "We've had many problems in our community," said the town's Mayor, Rotarian Lyle Wade. "Into Their Shoes has made some of them seem pretty insignificant."

Getting out of the shell was not an easy task. Wellman people, like those in hundreds of towns big and small, work hard, raise their families, and become engrossed in local problems such as school consolidation and conservation. Consequently, national and world affairs tend to get sidetracked. Into Their Shoes brought them home quickly and dramatically, but not without a good deal of creative effort by the people of Wellman.

On paper, Into Their Shoes is



Lawyer Albion Young, 1958-59 President of the Wellman Rotary Club, helped sell the Conference to the town. Representing Nationalist China, he gathered information which influenced the Conference to reject a major Red Chinese resolution.

merely an idea. It provides no speakers, no resource material, no experts with the answers. Even its plan is flexible. It calls for imagination and study and work to carry it out. In Wellman it prompted many people to think and study as they hadn't in years. "Those who participated received the equivalent of a year's course in international relations," said L. J. Kehoe, a local lawyer. "The indifference of some was overcome when they saw what the Conference was like. Why, if everyone who wanted to had spoken in our last meeting, we would still be there." All agreed that it turned out to be the most remarkable "do it yourself" project ever held in Wellman.

The man who sold his Rotary Club on the value of sponsoring the Conference is energetic Paul Dietterich, 31-year-old pastor of Wellman's Asbury Methodist Church. A New Yorker who has picked up a lot of small-town savvy in his two years in Wellman, he worked slowly, first selling the idea to his Club's Board of Directors. He secured the use of the school, rent free. In two weeks the Club had enthusiastically approved the project.

Club members contacted representatives of 35 local organizations, inviting them to a meeting in the town hall. One person who many members thought would be difficult to approach on the subject was assigned to 75-year-old Dr. Enos Miller, who has practiced medicine in Wellman for 49 years.

"He shouldn't mind seeing me," the doctor quipped. "I was the first person he met in this world."

The organizing meeting was a success. Eighty people, including 17 members of the Rotary Club, were there. And for the first time that anyone could recall, all religious faiths and political parties were represented in a single meeting.

With the aid of a flip-over chart done in crayon on large sheets of newsprint, Paul Dietterich outlined the program*: this group would form the general council; it would handle Conference arrange-

ments, promotion, and finance, and the organization of delegations. After an opening general session, delegations would split into committees, each debating one of five major world issues. The committees would have two more meetings, a week apart. At the end of a month, all delegations would meet to present the recommendations and to vote upon them.

"Why look at the problems from some other country's viewpoint?" someone asked. Paul, dipping into some Sunday-school material, related a story. "Once there was a boy who lost his horse," he told them. "At first he was despondent, helpless. Then he had an idea. If he could think like a horse, he might get a clue as to where his horse had gone. So he sat down to imagine where he might like to go if he were the

horse—and suddenly it came to him. Of course, he rushed off to see if he was right. Sure enough, there was his horse."

Participants in such a Conference are much like the boy. By identifying themselves with people of other nations, by adopting—for a time—their basic interests, and by seeing world problems as they see them, they gain an insight into world affairs. And for many it helps shake off the frustrating feeling that "one person can do nothing" in the face of huge and complex world problems.

Word soon got around town that something special was cooking, but people were slow to peek into the kettle. "We were scared to death at the beginning," a housewife admitted. "Many didn't understand what it was about and so we let [Continued on page 47]



Adding a touch of fun, three housewives who stepped "into the shoes" of the Afghans decided to try on the veils also.



Farmer Charles Steiner (standing) speaks his mind on Middle East matters. In small groups like this, people got deep into world issues, learned a lot about each other.

END. NOTE: For complete information on how to organize an Into Their Shoes Conference, request Paper No. 709-A from Rotary's Central Office.

Speaking of Books



These range from American frontier days to modern science and business management.

By JOHN T. FREDERICK

I HAVE long held that when one knows he has made a mistake, in a large matter or a small one, he should be willing to say so freely. I haven't always lived up to this standard of conduct. But I want to begin this month's article with acknowledgment of an error in judgment, and apology to my readers and an individual writer.

In our May number I included a very brief and very uncomplimentary comment on a book called *Four Days in July*, by Cornel Lengyel. After the article appeared I received a most courteous and manly letter from Mr. Lengyel, who is a former Rotarian in Georgetown Divide, California, asking me to take another look at the book. I told him that I would be glad to do so, and I have now reread it from cover to cover. I find that my earlier impression was definitely false and unfair.

Four Days in July is a "play by play," almost minute-by-minute, account of what is surely one of the most important events in human history: the formulation and adoption by the American Continental Congress of the Declaration of Independence. Rotarian Lengyel has sought to convey the tension and drama of those momentous days in part by his style. He has used many short sentences and hundreds of one-sentence paragraphs. To me this still proves a hindrance rather than a help. But I know that to other readers this would not necessarily be so—and in any case I permitted the (to me) irritating style to obscure on my first reading the very real and substantial merits of the book. The greatest of these is the author's distinguished success in revealing the flesh-and-blood human beings behind that world-shaking event: Jefferson tortured by worry about his Martha, John Adams longing for his Abigail, John Dickinson torn by conflicting loyalties.

He accomplishes this by excerpts from their letters and skillful use of their recorded words. The whole book is firmly based on sound documentary evidence, interwoven and integrated most firmly into a consecutive dramatic narrative. Lesser figures in the great debate also are sharply realized—Sam Adams, Edward Rutledge, many others. Caesar Rodney's heroic all-night ride through a savage storm, which saved Delaware's vote and made unanimity possible, is brilliantly related. The immediate background of Philadelphia streets and taverns and the meeting place itself, the more remote background of events in New York and London and Paris—these too are concretely realized for the reader by the same able dramatization of the fruits of thorough research. All in all, for the lover of history, *Four Days in July* offers a fresh and absorbing reading experience of high value. I hope sincerely that my present positive recommendation of Mr. Lengyel's book may direct many more readers to it than my earlier erroneous and regretted comment may have kept away.

While Jefferson and John Adams and John Hancock labored to bring the Declaration into being, a man whose name two decades before had been better known in the colonies than any of theirs languished in the Philadelphia jail, awaiting an inquiry by the Continental Congress as to his loyalty to the new government: Major Robert Rogers of the famous Rangers. Kenneth Roberts' fine novel *Northwest Passage* and a popular television show have acquainted millions with the drama of this man's life, now most ably recorded in a brilliant new biography by John R. Cuneo: *Robert Rogers of the Rangers*. This concise, candid, firmly written book

comes close to my ideal for biography—and biography at its best can be, I have found, a very satisfying kind of reading indeed.

More than once Robert Rogers' strange career touched that of George Croghan, *Wilderness Diplomat*, the subject of another fine new biography by Nicholas B. Wainwright. The two men had a good deal in common: both were Irish, both were frontiersmen by nature as well as profession, both were plagued through most of their lives by debt. Mr. Wainwright has given his readers not only a lively and memorable personal portrait of a man too little known, but also a clear and authoritative account of the curious and crucial dealings with the Indians which played a major part in American history in the decades before the Revolution.

By the time of the "Four Days in July," General George Washington had already learned to rely on the fat, jovial, and immensely competent Boston book seller who became his general of artillery, Henry Knox. So important was Knox to his commander that North Callahan, a Bronxville, New York, Rotarian, is well justified in the subtitle of his biography: *Henry Knox, General Washington's General*. Knox has been in large degree the forgotten man of the Revolution. This thorough account of his life and services, from his heroic transport of the captured guns from Ticonderoga which made possible the expulsion of the British from Boston to his work as Secretary of War under the nation's first President, was needed and is welcome. What a fine series of related reading these four books would make: first the biographies of Rogers and



Cornel Lengyel, author of *Four Days in July*, a book "revealing the flesh-and-blood human beings" behind the U. S. Declaration of Independence.

Croghan, for the period just before the Revolution and the forces that led to it; then *Four Days in July* with its rich portrayal of the immediate crisis; then *Henry Knox* for the Revolutionary War itself from a fresh angle.

André Maurois has been justly cele-

brated for a series of fine biographies. I wonder if his *The Life of Sir Alexander Fleming* is not the greatest of them all. Certainly in the modest, somewhat eccentric Scot he had a most appealing human subject, and in the discovery of penicillin a truly great event. I recommend this biography most earnestly to everyone interested in modern science—which includes most of us; indeed, to every reader. Alfred Lansing's *Endurance* fully deserves the wide acceptance it has received. It achieves in amazing degree the reader's imaginative participation in "Shackleton's incredible voyage."

Too many people know of *James Stephen Hogg* only the curious fact that he named his daughter "Ima." The richly scholarly new biography by Robert C. Cotner demonstrates how vastly more interesting and important are hundreds of other facts about the outstandingly able and honest Texan who became the first native-born Governor of his great State.

A Rockefeller Family Portrait, by William Manchester, is a successful experiment in composite biography, "from John D. to Nelson"—highly readable, succinct, informing.

The life of William Dean Howells has interest and importance more than literary. It has been treated more completely and understandingly than ever before, with unequalled insight, frequent humor, and grace of phrase which Howells himself would have enjoyed, in two books by Edwin H. Cady: *The Road to Realism*, published in 1956, and the new *The Realist at War*. For the background necessary to understanding of all 20th Century fiction, and for acquaintance with a deeply interesting human being and appreciation of his books (which you may well find a welcome change from much of modern fiction) I urge you to read this biography. Extremely important in Howells' development as a novelist was the influence of his Russian contemporary Ivan Turgenev. To me personally this Russian is still the prince of novelists; possibly my favorite of his books, *Liza* (also translated as *A Nest of Gentlefolk*), was first published just 100 years ago. Avrahm Yarmolinsky's *Turgenev* is an admirably rounded portrayal of the man, his work, and his times.

On the end of our shelf this month are some books that I have grouped together as "useful"; in the sense that their purpose is not primarily to entertain us, to inform us, or to give us imaginative experience, but to serve us in the practical concerns of everyday life. It would be hard to think of a more useful book, in this sense, than *Kiplinger's Family Buying Guide*. It is sub-

titled "How to Live Better on Your Income"—and this is a possibility which lacks interest for very few of us. From down-to-earth general counsel under such titles as "Don't Be an Impulse Shopper," "If the Price Is Phony, It's No Bargain," and "How to Read the Ads," this book proceeds to concrete advice and suggestions on practically every way in which we spend our money—on



Sir Alexander Fleming (top), discoverer of penicillin . . . and his biographer, André Maurois, author of *The Life of Sir Alexander Fleming*.

food, housing, transportation, drugs, vacations: you name it and it's there. Most of the advice seems sound and sensible. All of it is specific and worth considering.

The titles of Springfield, Missouri, Rotarian Fred DeArmond's *The Executive at Work** and Wilbur M. McFeely's *On Being the Boss* show what group of us these well-considered, up-to-date books are intended to serve: all of us who have responsibility for directing the concerted activities of others. Both are informal, man-to-man, filled with concrete examples. Both contain sound thinking on the general qualities to be sought by the executive. *The Management of Clubs*, by Harry Fawcett, a Kansas City, Missouri, Rotarian, is designed primarily for a specific group of executives—those who manage the clubs which furnish food and other services

to their members in many cities. I certainly am far from aspiration or competence in this field, yet I found this book so lively and interesting that I read it through.

Usually in this department we think of reading as done for pleasure or for general information; but reading is "useful" too—nearly all of us have to do a good deal of reading as a part of our daily work, and our effectiveness or lack of it as readers can make a practical difference in our success. This aspect of reading has been stimulatingly treated in a little book called *Reading for Dollars and Sense*, by William D. Sheldon and Leonard S. Braam. The very simple methods for self-improvement in reading which they suggest are amplified for systematic group use in *Reading Improvement for Men and Women in Industry*. Writing—putting words together for a purpose—is another important chore for many of us every working day. Unfortunately many books about how to write are themselves poorly written. This is emphatically not true of *The Elements of Style*, by William Strunk, Jr., edited with additions by E. B. White. This small book is immensely practical and thoroughly enjoyable. I recommend it strongly. From E. B. White (who is to my mind one of the two or three best American writers of our time: do your children of 8 or 9 know his *Charlotte's Web*? Don't let them miss it. Do you know *One Man's Meat* and the other White books? Don't miss them)—from E. B. White it's a natural transition to one more biography: James Thurber's *The Days with Ross*, of which I have only room to say that it's as thoroughly delightful as a book by Thurber about *The New Yorker* would almost have to be.

Books reviewed, publishers, and prices:

Four Days in July, Cornel Lengyel (Doubleday, \$4.95).—*Robert Rogers of the Rangers*, John R. Cuneo (Oxford, \$6).—*George Croghan, Wilderness Diplomat*, Nicholas B. Wainwright (University of North Carolina Press, \$6).—*Henry Knox, General Washington's General*, North Callahan (Rinehart, \$6).—*The Life of Sir Alexander Fleming*, André Maurois (Dutton, \$5).—*Endurance*, Alfred Lansing (McGraw-Hill, \$5).—*James Stephen Hogg*, Robert C. Cotner (University of Texas Press, \$7.50).—*A Rockefeller Family Portrait*, William Manchester (Little, Brown, \$3.95).—*The Road to Realism and The Realist at War*, Edwin H. Cady (Syracuse University Press, \$4 and \$5).—*Turgenev*, Avrahm Yarmolinsky (Orion Press, \$6).—*Kiplinger's Family Buying Guide* (Prentice-Hall, \$4.95).—*The Executive at Work*, Fred DeArmond (Prentice-Hall, \$4.95).—*On Being the Boss*, Wilbur M. McFeely (Association Press, \$2).—*The Management of Clubs*, Harry Fawcett (Vantage, \$5).—*Reading for Dollars and Sense and Reading Improvement for Men and Women in Industry*, William D. Sheldon and Leonard S. Braam (Syracuse University Press, \$3, and \$3.50, cloth, \$2.50, paper).—*The Elements of Style*, William Strunk, Jr., and E. B. White (Macmillan, \$2.50).—*The Years with Ross*, James Thurber (Little, Brown, \$5).

* For a recent article on this theme by Rotarian DeArmond in *THE ROTARIAN*, see the August, 1959, issue.

These Rotarians...

**Their honors, records,
unusual activities**

MIDNIGHT Encounter. PROFESSOR S. K. EKAMBARAM, of Mysore, India, is a statistician who likes the figure "100 percent" beside his name on the Rotary-attendance ledger. Sometimes this creates problems, however, which can only be solved by deep strategy. He likes to recall the time he had to leave Madras by the Bangalore Express, break journey at Katpadi, run up to Vellore, attend the Rotary meeting there, return to Katpadi, and then hop into the midnight Bangalore Mail for the return trip. It was the only way to make up a meeting he'd missed. Yet he managed it, and ran into no snags until he tried to board the midnight train. All first-class compartments were full, and he'd almost given up when the ticket collector found an empty berth and aroused the occupant of the compartment. The awakened passenger's rage quickly turned to smiles, however, when he found that the wandering Rotarian was none other than a friend he had served with in the Indian Air Force and hadn't seen for nine years. The unexpected reunion, in addition to the enjoyable Rotary meeting at Vellore, more than made this "make-up" worth while, reports ROTARIAN EKAMBARAM.

Picnic Spot. Bounded on the east by Otter Creek and on the west by Paul P. Harris Memorial Drive in Wallingford, Vt., boyhood home of Rotary's Founder, is a large wooded plot donated by JOHN H. MACLEOD to the Rotary Club of Wallingford as a picnic spot for Rotarians and their families. Members of the Club are currently developing the spring-fed, spruce-filled tract for the use of Rotary families, who are invited to visit the Memorial and to enjoy the picnic area. A five-minute walk west of the Elm Street Memorial Building takes you there.

Steady. When it comes to having

a "steady" job, few persons can better the record of THOMAS H. BOWLUS, 85-year-old Rotarian of Iola, Kans., who recently finished his 60th year as city treasurer of Iola and was reelected for another two-year term. ROTARIAN BOWLUS has served under 20 different Mayors and 30 different councilmen during his threescore years on the financial post. Also president of the Allen County, Kans., State Bank, he was first elected city treasurer in 1899.

Dentist-Poet. Like many another professional man, J. V. CHANDLER of Kingsville, Tex., long harbored a literary bent. When he laid his dentist's drill aside on his retirement, he took up his pen, and since that time has written more than 1,000 poems, many of them on Nature subjects. Through the years he has gained increasing recognition, which recently culminated in his being named poet laureate of Texas for a two-year term. ROTARIAN CHANDLER, a Past District Governor of Rotary International, has published two collections of his poems: *Night Alone* and *Petals Fall*. Last year he served as president of the American Poetry Society.

Wholesale Father. WILLIAM Q. EGAN, a member of the Rotary Club of West End, Atlanta, Ga., is the manager of a wholesale grocery company—which is fortunate, for "BILL" needs to buy his own groceries in wholesale lots. A few months ago he announced the birth of his 11th child—which made fellow Club members wonder whether any other Rotarian in the world has surpassed BILL's record—and whether they should give him a special citation in, say, Community Service.

Encore. "Mr. Winston-Salem Rotarian is Integrity even though his tie and socks don't match; Ability



Rotarian Percy Cox and a young friend examine some of the 129,500 used stamps he has presented on behalf of the Rotary Club of Ashfield, Australia, to the Society of Crippled Children to aid its funds. In the last three years fellow Rotarians and friends have collected 621,169 stamps to help the Society.

in both Winter and Summer; Loyalty whether baldheaded or not; Tolerance to a high degree; and Hope-for-the-Future even though his feet hurt." The preceding is a quote from a little booklet issued by the Rotary Club of Winston-Salem, N. C., containing statements by its gifted, erudite 1957-58 President, DALE H. GRAMELY, former newspaperman and now president of Salem Academy and College. As a foreword to the booklet explains, Dr. GRAMELY has long been one of Winston-Salem's most observant and eloquent proponents, a fact made strikingly evident to the Club in 1957-58 as it listened weekly at meetings to his brief portrayals of the community to guests and visiting Rotarians. "These little essays of welcome," explains the foreword, "not only depicted this city to our visitors; they also depicted Rotarians and their community to themselves. To all this the Club responded: 'You can say that again!'" The booklet was the means the Club took to make sure that he did say it all again—for the record.

Reunion. Back in 1922 PAUL W. LARIMORE, now of Albert Lea, Minn., and PAUL LINDHOLM, now of Gaylord, Minn., were schoolmates in Mountain Grove, Mo. After high-school days they lost touch with each other for nearly 40 years—until a few months ago when both were attending a District Assembly in Rochester, Minn., as Presidents-

Elect of their respective Rotary Clubs. They chanced to sit next to each other, introduced themselves, and proceeded to marvel at the remarkable coincidence that had brought them together in such similar circumstances after nearly four decades.

Retiree. WALTER R. JENKINS, who has served Rotary International as District Governor and as official song leader at 28 Rotary Conventions and many International Assemblies, retired recently as director of music at the First Methodist Church in Houston, Tex., a post he has held since 1930. A native of Lancashire, England, he has been a Chautauqua lecturer and has made numerous appearances with the Houston and Memphis (Tenn.) Symphony Orchestras.

Repeater. It's not too unusual for a man to become President of two Rotary Clubs at different times. But in 1959-60 RUPERT J. SPENCER is President of the Rotary Club of Montpelier, Vt., and this is the third time he's been a Rotary Club President. The other two Clubs he has headed—Morrisville and Waterbury, Vt.—are in the same District (785) as Montpelier.

Long-Lived Talk. Ten years ago, H. KENNETH DIRLAM, of Mansfield, Ohio, gave a talk before his local Rotary Club—and he still hasn't heard the last of it. ROTARIAN DIRLAM, a building-and-loan-association executive, had made a study for the local veterans housing committee on the housing situation in Mansfield. His talk, "What Makes a New House Cost So Much?" was based on that study, and created



Three generations of the Krall family are represented in the Rotary Club of Mitchell, So. Dak.: Dr. James J. Krall, grandfather, who recently celebrated his 60th wedding anniversary; Leonard J., father; Dr. Charles J., grandson.

so much interest that he found it necessary to print the talk, with associated facts and figures, in a booklet. Now he has revised the booklet, bringing it up to date, and distributes it gratis to interested home buyers, financial people, and writers in the field. The unique feature of the report is that it analyzes specific costs in a specific community—Mansfield—and shows how the increasing costs of land, labor, materials, and other factors have combined to skyrocket the price of an average home. . . . Many readers of this Magazine will recall an article by ROTARIAN DIRLAM which appeared in the April, 1948, issue of *THE ROTARIAN*. It was titled *That Message to Garcia*.

Exclusive. A society with an exclusive membership requirement—the Past Presidency of a Rotary Club—has been organized by a small group of United Air Lines employees. Numbering six men, the group, known as "Rotary Retreads," plans to meet once a year and in the meantime share their accumulated Rotary experience by means of a "round robin" exchange of correspondence. C. DON FUELSCHER, of Moline, Ill., a Past District Governor of Rotary International, was named the first President. Other charter members are M. P. BICKLEY, New York, N. Y.; J. P. DUNHAM, Stockton, Calif.; P. L. EDWARDS, Burbank, Calif.; JOHN ROBERTS, Los Angeles, Calif.; and JOHN SEDELL, Portland, Oreg. Three of the group members headed Rotary Clubs during previous assignments—J. P. DUNHAM in Merced, Calif.; P. L. EDWARDS in Bakersfield, Calif.; and JOHN SEDELL in Bend-Redmond, Oreg. JOHN ROBERTS is a Past President of the Rotary Club of Westchester, Calif.

Rotarian Honors. The RAY TOLAR family of Aberdeen, Miss., is Mississippi's "Club Family of the Year." The federated clubs of Mississippi made the selection. . . . "Man of the Year" in Norwich, Conn., is PAUL W. FRANKLIN. He was named by the local Chamber of Commerce. . . . President of the Elks in North Carolina is DR. JOHN R. KERNODLE, of Burlington, N. C. . . . Advanced to membership in the American College of Hospital Administrators



Rotarian and Mrs. W. B. Roper, of Norfolk, Va., have been married 65 years. He has been a Rotarian for 40 years.

was GEORGE C. BECKMAN, JR., of Warm Springs, Ga. He is medical-services administrator of the Georgia Warm Springs Foundation. . . . FRED R. JONES, of Bryan, Tex., has been awarded the John Deere Gold Medal by the American Society of Agricultural Engineers. . . . Recipient of the National Distinguished Service Award from Alpha Phi Omega is FRANK R. HORTON, of Belvidere, N. J., founder of the fraternity. . . . Awarded a Distinguished Service Citation by the University of Wisconsin was HUGH L. RUSCH, of Princeton, N. J. . . . President of the Motor Dealers Association of British Columbia is HARRY D. HARRISON, of Nelson, B. C., Canada, a Past District Governor of Rotary International. . . . Recently elected vice-president of the North Carolina Society for Crippled Children and Adults was W. D. WHITAKER, of Andrews, N. C. . . . President of the Southeastern Regional Conference of Elementary School Principals is GILMER H. GRAHAM, of Asheville, N. C.

Remote Speaker. So well received were weekly Rotary-information talks given by the REVEREND VERNON A. HAMMOND before the Rotary Club of Dardanelle, Ark., that when he moved to Gurdon, Ark., the Club made sure he continued his talks—by mail. The Rotary Club of Gurdon heard about the talks and invited him to give them in person each week; and now a Rotarian in the northern part of the State has asked to be put on the mailing list. It's pretty hard to keep your light under a bushel in Arkansas!



Photo: Rotarian Gilbert Morgan

Harry L. Ruggles, who has been a Rotarian longer than any other man, reigned as "king" of Hollywood's Queen for a Day television program. On his right hand sits Harold E. Allport, Jr., then Rotary Club President; on the left is emcee Jack Bailey.

KING FOR A DAY

Every weekday morning about 2 million housewives in the United States turn from dishpans and dust mops to switch on television and watch a half-hour tears-and-smiles program called "Queen for a Day." On this show, women tell how a new washing machine, or money to pay the doctor, or a trip to Hawaii, or some other wish-come-true would brighten their lives. The most deserving contestant (determined by audience applause) is crowned "queen," and wins the prize she covets. One Tuesday morning a few weeks ago emcee Jack Bailey announced to his 2 million viewers that this was "Hollywood Rotary Day." He paid tribute to the Rotary movement. Then, to the delight of the 165 Hollywood, Calif., Rotarians and wives gathered in the Moulin Rouge Restaurant, where the show originates, he placed the jeweled tiara upon 87-year-old Harry L. Ruggles (see photo), the man whom many Rotarians call "The World's No. 1 Rotarian." The "king for the day," who was the fifth member of the Rotary Club of Chicago, Ill., has been a Rotarian longer than any other man alive. He is now an honorary member of the Hollywood Rotary Club. There were no prizes involved this morning, but all agreed it was a rich and pleasant moment for Ruggles and for Rotary.

CHOREOGRAPHIC HISTORY

Almost every country has its folk dances, social and ceremonial events which provide relaxation and pageantry, and preserve old traditions. Rotarians

The Clubs...

in Action

of Cagayan de Oro, The Philippines, recently brought one of their nation's finest folk-dancing groups to their city. Well attended, the event "has aroused the love of the Filipino folk dances and native songs," a Club spokesman reports. It also proved to be a financially-rewarding venture for the Rotary Club, which distributed profits of \$675 to Boy Scouts and health, educational, and religious organizations.

BOOSTER SHOT FOR KARANJ

Karanj is a small, very poor village in North-western India. Its 700 inhabitants, like the 295 million people of other rural villages in India, are trying to improve their lot . . . and they are succeeding. They are paving the roads in their towns, launching cottage industries, planting better seed, digging wells for pure water, and improving health and sanitation. Much of this work is inspired by India's new Community Development program. In some villages, as in Karanj, near-by Rotary Clubs are providing help. The Rotary Club of Surat sponsored a medical relief camp in Karanj a few months ago. Members distributed leaflets urging people to attend. When the small caravan carrying doctors and Club members rolled into the village early Sunday morning, patients were already beginning to gather around the school and four other buildings where



the doctors would work. A team of men and women doctors and one dentist began at 9 o'clock. By 5 P.M. they had completed ten cataract operations and 12 other surgical operations, and had examined more than 200 patients. Club members served as clerks. Their wives mixed powdered milk for the children. Medicines worth 2,000 rupees, donated by Indian pharmaceutical firms, were dispensed. Villagers prepared lunch for the medical teams, and helped in many other ways. "We are grateful," they said. "We cannot do our work if we are sick."

HYBRID FRIENDSHIPS

Though the old dividing lines between town and country are becoming obscure, socially and geographically, much good can be accomplished when city folks and rural folks sit together around a dinner table. In Bowling Green, Ohio, recently, the Rotary Club teamed up with other local organizations to sponsor the first rural-urban night ever held in Wood County. There were a roast-beef dinner, a few verses of *Smiles and Down by the Old Mill Stream*, an interesting talk by an agricultural economist, plenty of coffee and fellowship, and a general agreement that the project bears repeating.

WHY JOHNNY CAN'T READ

Three out of every 100 children in the U.S.A., it was discovered in a recent survey, have hearing defects that might interfere with classroom work. Soon after members of the Crippled-Children Committee of the Rotary Club of Independence, Mo., read these figures, they contacted local school health officials. "Yes, some of the cases can be helped," they were told. "But first we have to find out who they are—and that costs money." Independence Rotarians decided to sponsor a testing program. Today, children in grades one and three, about 1,600 students in all, have been tested through the Rotary program.

CRYSTAL-BALL CONFERENCE

Rotarians are business and professional men. So, when you get together a slate of outstanding speakers on business subjects, you're bound to whet their interest. Eight hundred Rotarians of Rotary District 526 (California) dropped their work for a day to attend their District's third annual Business Management Conference. Experts gave current outlooks on the stock market, business financing, electronics and manufacturing, real estate, labor, construction, and merchandising. William R. Van Dusen, of Sherman Oaks, Calif., then District Governor, promoted the Conference with the theme "You can't afford to miss it." The featured speaker of the afternoon was Jesse W. Tapp, chairman of the board of the Bank of America.

BRIDGE BUILDERS

In New Glasgow, N. S., Canada, Rotarians have a head start on the program of "build bridges of friendship" urged by Rotary's world President, Harold T. Thomas, of Auckland, New Zealand. They have built more than 200 such bridges in the last two



You don't read Japanese? Freely translated, it says, "Hold it, please," and that's what these Japanese Rotarians ask as they photograph their tour leader Kiyoshi Togasaki with George R. Means (left), General Secretary of RI, on the steps of Rotary's headquarters. All had attended the New York Convention.

years. Each is represented by a small flag on a world map hanging in the Club's meeting quarters. Through tape recordings, letters, gifts, and books they have contacted Rotary Clubs in 86 countries. . . . A Swiss music box, an ivory bracelet from French West Africa, china from Denmark, a shawl



A tree for each Rotary country grows in a seashore plot in Israel. Rotary's 1958-59 President, Clifford A. Randall, and his wife, set out the first saplings. Rotarians of Sharon and other Israeli Rotary Clubs plan a playground, museum, and youth hostel here.



Photo: Laclede Steel Co.

Touring a local steel plant, Rotarians of the St. Louis, Mo., area stop to watch a spark-spewing welder join steel strips for pipe. The group travelled to the plant in busses, had lunch en route, split into 30 groups of 12 each for the tour.



Rotarians of Houston, Tex., used voting machines in their last election of Club officers, and had the results ten minutes after polls closed.

from Turkey—gifts from 73 countries were given to the Rotary ladies in an "International Friendship Night" sponsored by the Rotary Club of Billings, Mont. The meeting was six months in preparation. Rotarians in other lands helped the Club select the gifts.

Civic and Government leaders of several countries visiting the U.S.A. under the Leaders Exchange Program of the U. S. Department of State have visited Crossett, Ark., where local Rotarians serve as hosts. "It's like tossing a pebble in a pool," said a Club spokesman. "We don't know how far the ripples will reach, but we do know we have friends for our city, our Club, and our country in five nations as a result of this program." . . . Rotarians of Vermillion, Ohio, enjoyed a "Peace Program" of their own making recently. They wrote letters to Rotarians in other lands, asking their views on "how the world can achieve a permanent peace." The replies provided material for one of the Club's most interesting programs.

MONEY WHEN THEY NEED IT

"In June, 1956," the letter read, "the Rotary Club of Tupper Lake very generously loaned me \$250, without interest, to help me continue my education. I am happy to be able to repay the loan at this time, and to report that the Rotary Club's timely assistance made it possible for me to pursue the advanced degree which I expect to complete before long." The letter came to the Rotary Club of Tupper Lake, N. Y., one of many Rotary Clubs which help students hurdle financial obstacles on the road to a college degree. Tupper Lake Rotarians currently have about \$6,000 on loan to 11 college students, who will repay the money within two years after graduation. Each year the Club swells its student-loan fund by sponsoring a musical entertainment. . . . Rotarians of Bordentown, N. J., use the same fund-raising device to support their scholarship-awards program. They now grant two \$300 scholarships a year to college-bound graduates of their town.

A note to the Secretary of the Rotary Club of Bristol, N. H., generated anew the enthusiasm of that Club's members for their scholarship plan. In

the letter a woman praised the attentive care of a nurse, Grace Hackett, during her recent stay in a hospital. Miss Hackett, she had discovered, received Bristol Rotary's first \$1,000 scholarship, an award which enabled her to complete her medical training. "I would like to have Rotary know," she said, "that from a patient's point of view she is one of the smartest and most efficient nurses ever graduated."

THAT CERTAIN SMILE

Posing for a photograph on the tenth anniversary of their Rotary Club, 42 Altadena, Calif., Rotarians smiled an especially broad smile. Each has a perfect attendance record since joining the Club—254 years all totalled. There are 51 members of the Club. . . . Rotarians of Olympia, Wash., are smiling too. They beat Rotarians of McAllen, Tex., in an attendance contest between the two Rotary Clubs—by .59 of one percentage point. The losers sent the winners a

Photo: Francesco



Rotarians of two European resort cities—Vichy, France, and Rimini, Italy—held a joint Rotary meeting in Rimini recently. Members of both Clubs called on Regents of the tiny San Marino Republic to whom then President Jacques Baylaucq (left) presented a Vichy Club banner.

crate of grapefruit and strawberries. The magnanimous champions shipped the Texans three gallons of oysters, one 50-pound salmon.

HALLOWEEN A BUGABOO?

What will happen in your town on Halloween next month? Besides, that is, witches dashing about on brooms, black cats arching against a full moon—all the usual events. In Morgantown, W. Va., there used to be undesirable extras: overturned trash cans, flat tires, ripe tomatoes splattered on front porches, and other pesky forms of property damage. Local Rotarians stepped in with an honor system which has squelched much of the October vandalism. Since 1953 they have distributed, through the schools, a Halloween pledge. Each signer pledges that he will not engage in any harmful or destructive act during the Halloween season. The reward: a free movie for the entire student body—if each student in the school signs the pledge. Last year the Club treated students of 32 schools to a movie. More and more people of Morgantown—adults and children alike—look forward each year to a safe and courteous Halloween.

FORTY NEW CLUBS

Since last month's listing of new Clubs in this department, Rotary has entered 40 more communities in many parts of the world. The new Clubs (with their sponsors in parentheses) are Eastview [Regina] (Regina), Sask., Canada; Hachioji (Tokyo and Tokyo North), Japan; Volkermarkt (Wolfsberg), Austria; Ness Ziona (Ramla), Israel; Goma-Kisenvi (Bukavu), Belgian Congo; Ambarnath (Kalyan), India; Roorkee (Dehra Dun and Bijnor), India; Tanga (Dar-es-Salaam), Tanganyika; Dawlish, England; Rockton (Rockford), Ill.; Espanola (Santa Fe), N. Mex.; Rexdale (Weston-Mount Dennis),



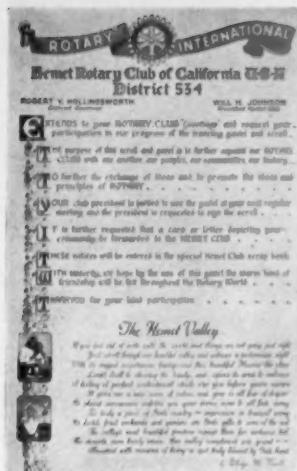
Rotarians of Geelong West printed a pamphlet telling the story of Australian and British flags. They give copies of it to new Australians during their naturalization ceremonies.

Ont., Canada; Nagoya North (Nagoya), Japan; Mineyama (Miyazu and Kyoto), Japan; Kingston, Jamaica, West Indies Federation; Hillyard [Spokane] (Spokane and North Spokane), Wash.; Belmont (San Carlos), Calif.; Yokohama West (Yokohama), Japan; Olongapo (Tarlac), The Philippines; Stads kanaal (Veendam), The Netherlands; Stuttgart-Weinsteige (Stuttgart), Germany; Le Touquet-Montreuil-Berck (Boulogne-sur-Mer), France; Hoeksche Waard (Dordrecht), The Netherlands;

Photo: Commercial



"Success Story," a 30-minute television show highlighting the work of the 1,500-member Boys' Club sponsored by Rotarians of Seattle, Wash., was part of an eight-week observance of Seattle Rotary's 50th-anniversary year. The Club also produced a 100-page history.



On the Path to Peace

"THROUGHOUT the whole world the mass of men want peace as they want few other things." So begins the introduction, printed in five languages, of a book which came to Rotarians of Boston, Mass., recently. It was sent by the Rotary Club of Toronto, Ont., Canada, which hopes that its messenger of goodwill visits many Rotary Clubs in the world before it comes back to them. Accompanying the book is a sterling-silver plaque (see photo) which bears the crests of Canada and its Provinces, the Rotary emblem, and the words "International Friendship."

The scroll pictured above is on a similar mission. It was carried to the Rotary Club of Valby-Vesterbro, Denmark, by a member of the Rotary Club of Hemet, Calif., which originated it. The scroll will visit 149 Rotary Clubs in Europe before its return. With the Hemet scroll goes a gavel which Club Presidents will use in the meeting in which the scroll is read. Each President will sign the scroll and send it and the gavel to the next Club.



From left to right: Frank Fisher, then Club President; the friendship book; and Rotary's 1958-59 President, Clifford Randall, of Milwaukee, Wis.

Home Hill (Ayr), Australia; Tsuruoka (Yamagata), Japan; Toyonaka (Ikeda), Japan; Stornoway, Scotland; Berea (Richmond), Ky.; Mesquite-Big Town (Dallas), Tex.; Arida (Wakayama, Kainan, and Gobo), Japan; Nagoya-East (Nagoya), Japan; Nayoro (Asahikawa-West), Japan; Kamojima (Tokushima), Japan; West Milford (Butler and Ringwood), N. J.; Santo André-Utinga (Santo André), Brazil; Pretoria West (Pretoria), Union of South Africa; Kashipur (Moradabad), India; Santos-Praia (Santos), Brazil; Potters Bar, England; Wakayama-East (Wakayama), Japan.

SCOUT BOOSTERS

For several years Boy Scouts of Great Barrington, Mass., have been shunted from one meeting place to another. Now they have a permanent meeting home, as permanent as bricks and mortar can make it. Local Rotarians became interested in the Boy Scouts' plight in 1953. Inspired by an article appearing in *THE ROTARIAN* describing how a New Mexico Rotary Club built a Scout meeting hall with volunteer labor and donated materials, they set out to do likewise. They sponsored a circus and made \$1,200. Donations swelled the fund by another \$2,000, enough to launch the project. Rotarians did all the work on the building (see photo) except for some brick work and carpentry. The building is appraised at \$26,000.

On the other side of the globe, Rotarians of Mundingburra, Australia, share a similar pride in a job well done. The Club completed its first major Community Service project—a modern hut for the Girl Guides of Townsville—one year after it received its charter. A Club member designed the 20-by-30-foot building. Other Club members, working on weekends, built and painted it. The Girl Guides, who moved in a few months ago, are finishing the interior. . . . Rotarians of Gaylord, Mich., manned the trading post at the annual camporee of the Scenic Trails Council, and had as much fun as the Scouts themselves in dishing out milk, bread, pop, candy, and cake. . . . The Rotary Club of Sunbury, Pa., has given Scouting a boost in its area by acquiring the title to a building which eventually will serve as the main office of the local Council. The purchase price, \$2,500, was advanced by members of the Club, which 42 years ago sponsored Sunbury's first Boy Scout troop.



"She's all ready!" It's the new brick meeting quarters for local Boy Scouts, the fruits of nine months' labor by 70 Rotarians of Great Barrington, Mass. (see item).

Reporting: Board Action ... Committees

AT ITS final meeting in 1958-59, beginning at Rotary International headquarters in Evanston, Illinois, on May 25 and continuing with its final session in New York, New York, on June 11, the Board of Directors took action on a number of items. Several decisions of general interest are summarized in the following paragraphs:

Composition of Regions for Rotary International Administrative Purposes. The Board agreed, with respect to composition of regions for Rotary International administrative purposes:

(a) That the region designated Continental European, North African, and Eastern Mediterranean (CENAEM) be recognized as being comprised of Continental Europe, Iceland, those countries and geographical regions in Africa and Asia bordering the Mediterranean Sea, and the islands in the Mediterranean Sea.

(b) That the European, North African, and Eastern Mediterranean (ENAEM) Region be recognized as being comprised of the CENAEM Region and Great Britain and Ireland.

(c) That the ANZSAO (Australia, New Zealand, Southern Africa, and other places not included in any other group) Region be designated ANZAO Region, and recognized as being comprised of Australia, New Zealand, Africa (except those countries and geographical regions bordering the Mediterranean Sea), and other places not included in any other region.

(d) That the Asia Region be recognized as not including those countries and geographical regions in Asia bordering the Mediterranean Sea.

Those Eligible for Nominating Committee for President of Rotary International from Zones in the U.S.A. For reference in connection with its review of proposed legislation to be considered at the 1960 Convention, the Board requested

the General Secretary to provide to the Board at its May, 1960, meeting a memorandum of the discussion by the Board at this meeting pursuant to its study of Proposed Enactment 58-34 referred to the Board by the 1958 (Dallas) Convention.

Outline of Classifications. In light of its study of Proposed Resolution 58-42 referred to it by the 1958 (Dallas) Convention, the Board considered the "Systematization of Classifications in Rotary" an interesting presentation on the subject of classifications in Rotary. The Board recognized that such a systemization of classifications may be effective in some Clubs. However, the Board agreed, as a matter of principle, that adoption of any systematization of classifications for world-wide use is not practicable as a guide in applying the classification principle of membership in Rotary Clubs in all parts of the world.

Membership in Rotary Clubs for Rotary Foundation Fellowship Alumni. The Board recognized that the principle of membership by classifications in a Rotary Club, as expressed in the Constitution and By-Laws of Rotary International and the Standard Rotary Club Constitution, is fundamental in Rotary, and considered that within the framework of that fundamental principle it may reasonably be expected that a former Rotary Foundation Fellow may, in due course, qualify for membership in a Rotary Club on the basis of his business or profession. However, the Board agreed that to establish a special kind of membership or a special classification for Rotary Foundation Fellowship alumni, as such, would not be in conformity with Rotary's classification principle and therefore is not desirable.

Further, the Board reaffirmed its decision recorded in the minutes of its first meeting in 1952-53 whereby the Board agreed that it is highly undesirable

able to grant honorary membership to Rotary Foundation Fellows, as such.

With all 15 members from eight countries present, the Board held its first meeting of 1959-60 in Evanston, Illinois. A summary of its decisions of general interest follows:

The Program of Rotary in 1959-60. The Board approved the President's plan in 1959-60 to provide Rotarians world-wide with common objectives for a concerted effort to vitalize and personalize Rotary service and activities and to build bridges of friendship for a more neighborly world.

Executive Committee of the Board. The Board created an Executive Committee of four members: William R. Robbins, Chairman; Tristan E. Guevara, Karl M. Knapp, and J. Edd McLaughlin. President Harold T. Thomas is, ex officio, a member.

Nominating Committee for President of Rotary International in 1961-62. The Board recognized the composition of the Nominating Committee for President of Rotary International in 1961-62 in accordance with the By-Laws of Rotary International and selected three alternate members of the Nominating Committee not automatically provided for therein. The official form on which Rotary Clubs may submit suggestions to the Committee was prescribed.

Rotary Institute for President and Past Officers of Rotary International in 1960. The Board agreed that a Rotary Institute for Present and Past Officers of Rotary International shall be held in 1960 at the same time and place as the 1960 International Assembly.

Districting. Subject to the provisions of Article XII, Section 1 of the By-Laws of Rotary International, the Board regrouped the Clubs comprised in the present District 220 (part of Union of South Africa and South West Africa;



Rotary International's Board at its first meeting of 1958-59 Rotary year. Clockwise from lower left: Directors J. Edd McLaughlin, Leland F. Long, Karl M. Knapp, Tristan Enrique Guevara, Richard Evans, Leslie J. D. Bunker, Ernst G. Breitholtz; Third Vice-President

Glen W. Peacock; First Vice-President William R. Robbins; President Harold T. Thomas; General Secretary George R. Means; Second Vice-President Augusto Salazar Leite; Directors Charles H. Taylor, Phya Srivisar, Clifford A. Randall, and Wilbur F. Pell, Jr.

Southern Rhodesia, Northern Rhodesia, Nyasaland, Bechuanaland Protectorate, Swaziland, Kenya, Tanganyika, Madagascar, and Mozambique) into two Districts—District 220 and District 230—to become effective July 1, 1960.

Rotary Foundation Fellowships for International Understanding in 1960-61. Concurring with the Trustees of The Rotary Foundation, the Board approved the expenditure of \$350,000 from the corpus of The Rotary Foundation (authorized for expenditure by the 1958 Convention, the Board, and The Rotary Foundation Trustees) and \$35,775 from earned income of The Rotary Foundation to provide for the awarding of Rotary Foundation Fellowships for International Understanding in 1960-61.

Objective of The Rotary Foundation. The Board, concurring with the Trustees of The Rotary Foundation, agreed to the restatement of the objective of The Rotary Foundation, as adopted by the Board and the Trustees of the Foundation in 1945-46 and subsequently amended, as follows:

The objective of The Rotary Foundation is the furthering of understanding and friendly relations between peoples of different nations through the fostering of tangible and effective projects, including Rotary Foundation Fellowships for International Understanding.

Committees for 1959-60

This is a partial list of Committees for 1959-60, including the Rotary Foundation Trustees and Rotary Information and Extension Counsellors. A complete list of Committees will be published in the 1959-60 *Official Directory of Rotary International*:

Constitution and By-Laws—James F. Conway, Rockville Centre, N. Y., U.S.A., Chairman; George P. Chaffey, Vallejo, Calif., U.S.A.; Robert A. Manchester II, Youngstown, Ohio, U.S.A.

1960 Convention—Allin W. Dakin, Iowa City, Iowa, U.S.A., Chairman; W. Kelsey Buchanan, Durban, Union of South Africa; Joseph S. Selby, Derby, England; Abiel E. Treviño, Monterrey, Mexico; Kenneth E. Wacker, Winter Park, Fla., U.S.A.; William C. Rastetter, Fort Wayne, Ind., U.S.A.

1961 Convention—S. Kendrick Guernsey, Jacksonville, Fla., U.S.A., Chairman; Harry Field, Honolulu, Hawaii; Masakazu Kobayashi, Tokyo, Japan; Zenon D. Pierides, Larnaca, Cyprus; Arthur Simpson, Marpole (Vancouver), B. C., Canada; William C. Rastetter, Fort Wayne, Ind., U.S.A.

Australia and New Zealand Transportation for 1961 Convention—A. D. G. Stewart, Sydney, Australia, Chairman; Frank Ayre, Melbourne, Australia; Stuart D. Hayton, New Plymouth, New Zealand.

North American Transportation for 1961 Convention—Benny H. Hughes, Beaumont, Tex., U.S.A., Chairman; Ernest L. Erickson, Rutland, Vt., U.S.A.; Lee V. D. Schermerhorn, Springfield, Mass., U.S.A.

Districting—Albert P. Bantham, Schenectady, N. Y., U.S.A., Chairman; Carl P. Miller, Los Angeles, Calif., U.S.A.; Glen W. Peacock, Calgary, Alta., Canada.

Finance—Ray E. Collett, Old Town, Me., U.S.A., Chairman; H. J. Brunner, San

Francisco, Calif., U.S.A.; Donald C. Harrison, Mineola, N. Y., U.S.A.; William H. Hiestand, Eaton, Ohio, U.S.A.; John W. Peden, Brisbane, Australia.

Magazine—E. A. Resch, Siler City, N. C., Chairman; Warren E. Kraft, Seattle, Wash., U.S.A.; Leland F. Long, Mineola, Tex.; William T. Swengros, Queens Village, N. Y., U.S.A.; Rex Webster, Lubbock, Tex., U.S.A.

Nominating Committee for President of Rotary International in 1961-62—Richard Evans, Salt Lake City, Utah, U.S.A.; Harry D. Poulston, Lima, Ohio, U.S.A.; Edward F. Flynn, St. Paul, Minn., U.S.A., alternate. Dan Procter, Houston, Tex. Luther H. Hodges, Leaksville-Spray, N. C., U.S.A.; Webb Follin, Shelbyville, Tenn., U.S.A., alternate. Albert P. Bantham, Schenectady, N. Y., U.S.A. Herbert E. Carrier, Saskatoon, Sask., Canada; Leslie J. D. Bunker, Hove, England; Thomas H. Cashmore, Ipswich, England, alternate. Augusto Salazar Leite, Lisbon, Portugal; Ernst G. Breitholtz, Kalmar, Sweden, alternate. Tristan E. Guevara, Córdoba, Argentina; Adan Vargas, Calao, Peru, alternate. Charles H. Taylor, Christchurch, New Zealand; Henry T. Low, Bulawayo, Southern Rhodesia, alternate. Phya Srivisar, Bangkok, Thailand; George Ernest Marden, Hong Kong, Hong Kong, alternate.

Program Planning—William C. Rastetter, Fort Wayne, Ind., U.S.A., Chairman; Francisco Bernabé Garcia, Córdoba, Argentina; Webb Follin, Shelbyville, Tenn., U.S.A.; Benjamin Rex Guss, St. John, N. B., Canada; Marino Lapenna, Trieste, Italy; O. B. Moody, Lindsay, Okla., U.S.A.; Arthur W. S. Thevathasan, Singapore, Singapore; Shogo Yanase, Yokohama, Japan.

1959 ENAEM Regional Conference—Augustin J. Catoni, Beirut, Lebanon, Chairman; Norman W. Farmer, Lewisham, London, England; Adriano Foscari, Venice, Italy; Pierre Humbert, Meaux, France; Johan E. Hvidtfeldt, Viborg, Denmark; Eugen Löffler, Stuttgart, Federal Republic of Germany.

1960 South American Regional Conference—Alejandro Garretón Silva, Santiago, Chile, Chairman; Carlos Acosta García, Barranquilla, Colombia; Juan I. Camet, Lima, Peru; Francisco Eugenio Labourt, Quilmes, Argentina; Raimundo Oliveira Filho, Fortaleza, Brazil.

Rotary Foundation Development—Friedrick H. Nickels, Cambridge, Mass., U.S.A., Chairman; Frank Hornkohl, Bakersfield, Calif., U.S.A.; Daniel E. Leatherman, Winchester, Va., U.S.A.; Maurice Rector, Leaside, Ont., Canada; Donald J. Wickizer, Shelbyville, Ind., U.S.A.

Rotary Foundation Fellowships—Richard Evans, Salt Lake City, Utah, U.S.A., Chairman; Harold Harman, Wednesbury, England; John C. Lysen, Fairbault, Minn., U.S.A.; Glen R. O'Laverty, Bluffton, Ind., U.S.A.; Merrill R. Patterson, Marietta, Ohio, U.S.A.

1960 Rotary Institute Agenda—Douglas A. Stevenson, Sherbrooke, Que., Canada, Chairman; J. Cleve Allen, Coral Gables, Fla., U.S.A.; Albert P. Bantham, Schenectady, N. Y., U.S.A.; Roy D. Hickman, Birmingham, Ala., U.S.A.

Rotary International Organization and Procedures—Clifford A. Randall, Milwaukee, Wis., U.S.A., Chairman; A. Z. Baker, Cleveland, Ohio, U.S.A.; Alejandro Garretón Silva, Santiago, Chile; Spencer Hollands, Wallington, England; N. C. Laharry, Calcutta, India; Gian Paolo Lang, Livorno, Italy; Charles G. Tennent, Asheville, N. C., U.S.A.; Harold

T. Thomas, Auckland, New Zealand; W. Maurice Wild, Port Elizabeth, Union of South Africa.

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Small Town Steps Into Their Shoes

[Continued from page 35]

It alone. It will be different next time." Many who did pitch in early became bogged down in detail stickier than an Iowa barn lot in Spring. Though some were given a comprehensive 16-page blueprint for such a Conference, all didn't bother to read it. It took some hard pulling and much explanation by Paul Dietterich and other stalwarts like Carl Anderson, Jack Droz, and June Goschke to get the meeting under way.

Once it did, it moved rapidly. During the preparation period for the first plenary session—and to an even greater extent after the Conference began—people were reading newspapers and magazines as never before, writing to consular offices and embassies in the United States for information about "their" countries, trading encyclopedias, and flipping television channels from westerns to documentaries.

Three-to-five-man delegations "representing" 29 countries registered for the first meeting. Each participant received a Conference handbook giving him background information on the five world issues chosen for study. Leo Gislain, a turkey farmer (a half million turkeys are raised within a 12-mile radius of Wellman every year), brought an Indian student to the meeting. He had met him at a football game at the University of Iowa. Three women representing Afghanistan wore blue, yellow, and red veils. The Russian delegation, which had sewed its own flag, also made a tin-foil and pipe-cleaner model of Sputnik I.

After opening formalities and a fine keynote address by a clergyman from a neighboring town, delegates gathered in committee meetings to introduce themselves and to make brief statements about the countries they represented. "I'm from Byelorussia," said Mrs. Erma Rugg. "We are a tough, wiry people from an area about the size of Iowa. . . ."

Delegates, many of them, got their first taste of parliamentary procedure, although some good rural logic superseded *Robert's Rules* in at least one instance. ("I believe he still has the floor. He ain't set down yet.") A refreshment hour further boosted discussion, then most scooted home to catch the 10:30 television newscast from Cedar Rapids to see films of the Conference taken only two hours earlier.

The next morning all of Wellman was buzzing. By 11 o'clock four people had called Mrs. Mabel Foster, the credentials chairman, wanting to know how they could get on a delegation. Paul Dietterich, who was driving into Iowa City

that day, carried orders for six books about one of the Conference issues. It was the most talked-about event since 1912 when Art Smith, "The Bird Boy," gave Wellman its first demonstration of a flying machine.

There were desirable by-products too. "We were thrown together with people we don't ordinarily work with," said a teacher. And a housewife added, "It's one of the best things we have done in our town, a fellowship you don't get in any other way." Much of the fellowship came in small gatherings in homes where delegates shared information and nailed down the position they would take on specific issues. And, significantly, the event helped break down

barriers drawn along religious lines.

Most participants feel the Conference has given the entire town a "lift." "This is something really worth while," said Duane Tadlock, part owner of a service station in Wellman. "I spent three years in the service. Maybe through efforts like this my boys won't have to spend time learning how to fight."

Twenty-five Wellman people met to evaluate their Conference soon after it ended. And the man who summed it up best for many participants was Gene Goschke, editor of the weekly newspaper, the *Wellman Advance*. "The Conference has taught us to be selective and conscientious in our reading," he said. "It has taught us the importance of knowing the facts. Countries which were only names a few months ago are now as familiar to us as our own main street."

Rotary Foundation Builders

SINCE the report in the last issue of Rotary Clubs that have contributed to The Rotary Foundation on the basis of \$10 or more per member, 42 Clubs have become 100 percenters for the first time since July 1, 1958. As of July 15, 1959, \$596,568 had been received since July 1, 1958. The latest first-time 100 percent contributors (with Club membership in parentheses) are:

AUSTRALIA

Sutherland (23); Ku-ring-gai (26); Traralgon (41); Armadale (32); Cowra (43); Scarborough (34); Wonthaggi (31).

BRAZIL

Teófilo Otoni (27).

CANADA

Bracebridge, Ont. (51); Douglas [Victoria], B. C. (24); Port Hope, Ont. (52); Markdale, Ont. (23).

CUBA

Artemisa (36).

ENGLAND

Huntingdon (25); Beeston (34).

JAPAN

Yonezawa (25); Numata (27); Iyo-Mishima (21); Itami (23); Kagoshima-South (27).

MEXICO

Nonoalco (28).

NEW ZEALAND

Tokoroa (45); Terrace End (20).

PUERTO RICO

El Isla Verde (22).

SWITZERLAND

Au am Zürichsee (32).

UNITED STATES

Plainview, N. Y. (20); Newport, N. C. (14); Roxbury, N. J. (21); Hugoton, Kans. (23); Thousand Oaks, Calif. (29); Indianapolis, Ind. (495); Vestal, N. Y. (24); Oakland, N. J. (29); Henderson, Nev. (38); Martinsburg, Pa. (40); Yucca Valley, Calif. (29); Arbutus, Md. (23); Margaretville, N. Y.

(36); Griffin, Ga. (99); Brea, Calif. (20); Newfoundland, Pa. (19); Galatin, Tenn. (61).

* * *

Clubs which have attained more than 100 percent status in contributions since July 1, 1958:

200 Percenters

Albury, Australia (51); Braddock, Pa. (55); St. Catharines, Ont., Canada (114); Concord, Calif. (47); Timmins, Ont., Canada (42); Laredo, Tex. (92); Whippany, N. J. (35); Griffith, Australia (51); Kansas City, Kans. (170); Washington, D. C. (308); King City, Calif. (40); Hastings, Mich. (77); Olney, Tex. (51); Point Pleasant, N. J. (60); Unley, Australia (57); Hempstead, N. Y. (77); Penrith, Australia (47); Port Colborne, Ont., Canada (31); Hereford, Tex. (41); Winnipeg, Man., Canada (295); Shreveport, La. (286); Michigan Center, Mich. (37); Takamatsu, Japan (45); Ashikaga, Japan (38); Levelland, Tex. (61); Bevere, Mass. (29); Barberton, Union of South Africa (32); Lansdale, Pa. (73); Sweetwater, Tex. (95); Arden-Arcade, Calif. (63); Sacramento, Calif. (374); Fort Myers Beach, Fla. (26); Cocoa, Fla. (57); Carmel-by-the-Sea, Calif. (58); Venice, Calif. (46); Plainfield, N. J. (99); Leeton, Australia (46); Vineland, N. J. (90); Toronto, Ont., Canada (462); Maplewood, N. J. (36); Ingham, Australia (27); Thiensville-Mequon, Wis. (43).

300 Percenters

Kenosha, Wis. (77); Collingswood, N. J. (57); Beaver Dam, Wis. (49); East Orange, N. J. (60); Narrandera, Australia (39); Kokomo, Ind. (144).

700 Percenters

Crowell, Tex. (20).

Your Letters

[Continued from page 2]

has as a continuing project the effort, through its International Service Committee, to inform other Rotary Clubs in college towns throughout the world, also all Rotarians, that Alpha Phi Omega is worthy to be encouraged and important to the motivation of national and world leaders. . . .

During World War I there was a saying "If we could get the leaders of the nations to do the fighting, the war would soon be over." National and world leaders are college graduates in most in-

have been sent to all Burlington Clubs in attendance. Some Clubs brought banners and descriptive brochures and distributed them.

It was such a wonderful program that we have already started plans to repeat it at the 1960 Convention in Miami-Miami Beach, Florida. We hope that all nine Clubs will be represented.

—ERNEST A. PULLEN, *Rotarian*
Cast-Iron-Pipe Manufacturer
Burlington, New Jersey

'May Be Greater Danger Than War'

The article by Kingsley Davis, *People: Too Many Too Soon?* [THE ROTAR-



A get-acquainted tour stops at an ancestral mansion in Mississippi (see letter).

stances. Alpha Phi Omega motivates national and world leaders to do good. It is a vital step toward international understanding, goodwill, friendship, and peace. It is an eighth path to peace.

—FRANK R. HORTON, *Rotarian*
Accountant
Belvidere, New Jersey

Add: Get-Together Reasons

"Excellent coverage," I am sure any Rotarian would say who attended Rotary's Annual Convention in New York last June and then read *New York—A Hope for the Century* and *Broadway Bits* in THE ROTARIAN for August. The two features were packed with facts and photos, and it is understandable how it isn't possible to include everything that takes place at a convention.

The Convention story on pages 30-31 was titled "So Many Reasons to Get Together." One reason for one special group to get together was that it was made up of representatives of Rotary Clubs with the same name: Burlington. Members of six of the nine Clubs in the Rotary world with the name of Burlington were at a meeting conceived and planned by the Rotary Club of Burlington, Ontario, Canada. A tape recording of all proceedings was made and copies

IAN for April], is indeed thought provoking and deserves the attention of all thinking people. We in our country are making a great effort to stabilize our economy and raise the standard of living of our fellowmen, but due to "too many too soon" the economic development is not very far ahead of the population growth. Rotary Clubs the world over should give wide publicity to Kingsley Davis' article so as to focus the attention of the community to the danger, which may be greater than an atomic war, that faces the human race.

—B. M. SAPAT, *Rotarian*
Flour Miller
Delhi, India

Re: Welding Operation

Readers will recall in *Rotary Reporter* [THE ROTARIAN for July] the item "Welding the Americas." It told of the Institute of Latin-American Studies on the campus of Mississippi Southern College in Hattiesburg, in which English teachers and students from Latin-American countries study English with United States students. Recently the Rotary Club of Pascagoula arranged to give these students a tour which would give them an opportunity to see how American people lived and to acquaint them

with some of the customs of the country.

Included in the tour was a stop at the Gautier ancestral home near Pascagoula. Here [see photo] is the group on the porch of the historic mansion, with Mrs. Hermes Gautier (center), the hostess. At the extreme left is Judson P. Frazier, 1958-59 President of the Rotary Club of Pascagoula. To his left is Rotarian Lawrence Lindhart, president of the Pascagoula Chamber of Commerce, whose group furnished the luncheon during which the visitors had an opportunity to talk with local guests of the Chamber. Third from the left is Rotarian Reginald C. Reindorp, director of the Institute.

The tour provided Rotarians of the Mississippi Gulf Coast an excellent opportunity to get better acquainted with the aims of the Institute.

—GROVER C. BRANDT, *Rotarian*
News Service
Moss Point, Mississippi

'My Life Is Full of Ruts'

My life is full of ruts [see *Ruts—Bane or Boon?*, THE ROTARIAN for June]. I call them ruts because some of them I "did not choose to run" in; they were more or less forced upon me.

My alarm goes off at 6:15 A.M. Before breakfast I have about 15 minutes with the Bible. To the office at 8:30, home at 6 P.M., various activities till 10:30, then bed if I am lucky. Same old rut, day after day.

I can't drive to the office because my eyes do not change focus quickly enough, so I ride streetcars and busses. For many years I have done most of my reading on these vehicles—have plowed through the 130 volumes of the St. Johns College "Great Books," besides many others. (Please fire John T. Frederick: his book reviews are costing me too much money.) I am also a spare-time magazine writer.

My vocation is a branch of medicine. Another rut. But each case is a challenge. I serve on two committees of my local medical society, as well as on a national committee. I have practiced my profession for 60 years—I am now 81—and am still at it five days a week.

At home there are the garden and other jobs. Wednesday is Rotary day. I have served on Committees, on the Board, as Sergeant at Arms. Thursday night is choir rehearsal at church, where on Sunday I serve as a pinch-hitter for Bible-class teaching.

Of course, I have to give my wife some time. We are just back from our sixth Rotary Convention where I served as an Assistant Sergeant at Arms.

That's my life. Just one darned rut after another. Stupid way to live, what?

—ALBERT OWEN PENNEY, *Rotarian*
Podiatrist
Washington, D. C.

Television—Cure-All or Professional Tool?

A REPLY TO PAUL MARTIN

By Charles Kranz

The Rotarian for July, 1959, presented an article titled *TV—Answer to the Teacher Shortage*, by Paul Martin, president of Compton (California) College. In his article Rotarian Martin described the use of television in his classrooms and stated that the bulk of the opposition to the "Compton Concept" came from "teachers fearful of their own status-quo position." Here is a "rejoinder" by a Rotarian of El Monte, California. Charles Kranz is superintendent of the Mountain View School District and is treasurer of the California Teachers Association—Southern Section. He has been a teacher and administrator for 22 years, holds an M.A. degree from the University of Southern California.—Eds.



Kranz

IS TV the panacea for all our educational ills? "Progress" is wonderful, but not everyone who invokes this magic word is serving its cause.

The educational profession, like its sister profession of medicine, must constantly evaluate with the utmost care new methods and devices which are put forward as the answer to professional problems. The unhappy results of the most extreme practices of some so-called "progressive" educators in the prewar era give eloquent testimony to the folly of recklessly adopting unproved nostrums.

What is the legitimate place of television in education? Experts in the field are the first to admit that they do not yet know many of the most important answers. The 100,000-strong California Teachers Association, in cooperation with its nation-wide affiliate, the National Education Association, has been

in the forefront of the widespread effort to discover how TV can best aid the instructional process.

As early as 1950, CTA began cooperating with TV stations in Los Angeles and San Francisco in pioneering true educational television. CTA personnel have this year worked closely with Station KQED, San Francisco, in presenting one of the nation's most ambitious instructional television efforts. The use of television to enrich the learning experiences of pupils in a professional and responsible manner has the fullest support of the organized profession. The splendid achievements of the National Educational Television and Radio Center of Ann Arbor, Michigan, are examples of the best in educational television. The "Compton Concept" described by Paul Martin is, in the opinion of many California educators, an example of the worst.

The Educational Policies Commission of the California Teachers Association has unanimously disapproved the Compton type of educational substitute. Why, in view of the profession's record of warm support for responsible use of television as a teaching tool has this been done? Here are the facts:

1. The "Compton Concept" is not educational television at all. Television equipment at the College is used merely to repeat, endlessly, filmed lectures which could just as well be screened in an auditorium with a movie projector.

2. The Compton filmed-lecture program has been started on a massive basis without a single controlled experiment or any attempt at objective evaluation.

3. Subject lectures are filmed without regard for the suitability of the medium

for instructional efficiency—e.g., a remedial course in English composition is "taught" entirely by movies. Students who have difficulty using the English language require personal evaluation and constructive criticism of their writing. Movies about the rules of grammar can't do this.

It is clear that this kind of "concept" has little in common with the recognized legitimate uses of educational TV—e.g., the closeup view of a laboratory experiment; literacy-education programs for depressed areas; the integration of an outstanding lecture or dramatic presentation into the classroom program.

The great strength of California's growing number of junior colleges has been its small class size and individual attention that this permits. This advantage is destroyed by use of filmed lectures, even though the films are viewed by groups of 30 to 50 teacherless pupils. At best, the effect is the same as a mass lecture hall. The "Compton Concept" is a step backward.

Educational television can be a great boon to our schools if used in a responsible professional manner. It is not a money-saver; it is an added and often expensive tool. It is not a teacher eliminator; it is a highly specialized aid to effective teaching. The well-qualified teacher (still in short supply) has no ax to grind in the educational television field. His first concern now as always is the best possible education for all the children of all the people. Leaders of American education know that we must move ahead rapidly in achievement and technique.

This can be done in a manner which is "fair and beneficial" to all concerned only if sound professional standards are upheld.

Photo: Rothchild from KTTV



A "live" TV anatomy class—part of a series sponsored by the California Teachers Association in cooperation with Los Angeles County schools.

Small Business: How Best to Help It

—Paul H. Douglas

[Continued from page 10]

the very area from which such power springs—namely, in the economic processes of society itself and in the production and distribution of the goods and services by which men and women live.

But, it will be said, bigger units of production are more efficient than small businesses and thus, while there is always the danger of the concentration of power, we should not try to stop the rise of more efficient units of production which, if they are properly controlled, can bring a better life to our people in terms of greater amounts of worldly goods which can be produced at lower prices.

There is an obvious answer to this argument. Bigness is not necessarily more efficient. Most of the claimed economies of size in the actual production process apply only within the factory or productive unit, but do not apply to the combination of similar plants under a single management. Thus the advantages of large-scale production refer, in the main, to each productive unit, although there can be some division of labor as between plants.

Larger enterprises do have advantages in their ability to tap the capital markets and to secure investments from individual savers and lenders which small businesses do not have. In addition, there is also the advantage in buying and selling of raw materials and final products which small businesses do not have. Upon examination, however, it will be seen that these advantages are more individual than social. The ability of the big buyer to beat down the price of articles supplied by small sellers is an economy for the buyer but it is at the same time a corresponding dis-economy for the seller. The result is that there is little advantage to society from this process. Furthermore, the ability of the big firm to undercut the small one may be an initial economy; but once the bigger firm has captured the market, the tendency is to raise prices which, in the long run, results in economic losses both to the small business, which no longer exists, and to society as a whole in the form of higher prices.

In addition, just as big Government suffers from bureaucracy, so do big businesses suffer equally from this disease. Decisions are made by those who cannot possibly have knowledge of all the facts; buck passing and the shifting of responsibility can and do take place; supervision becomes more difficult; and initiative suffers when the individual finds that suggestions must be approved by a series of individuals or committees

before action can be taken. Self-reliance, initiative, and the exercise of independent judgment are real and positive virtues which do not flourish inside giant corporations, but are best developed in businesses of small, medium, and moderately large size.

Thus, on both economic and social grounds, bigness in and of itself does not necessarily provide advantages to society as a whole, even though there may be advantages to the giant himself.

For these reasons, then, small business is worth saving.

There are two major areas where action can be taken. The first is negative—namely, to prevent the growth of economic concentrations; and the second is positive—namely, to strengthen small business. Let us discuss them in turn.

In the first category I would include the vigorous enforcement of the Sherman and Clayton Acts against monopoly and restraint of trade. While these laws are imperfect and have many weaknesses, they nonetheless have prevented the concentration of economic power in the United States from progressing as far as it has in such modern industrial nations as Germany and the United Kingdom.

I would also include the need for laws requiring prior notice of mergers to the Department of Justice so that action may be taken before the eggs are scrambled. This should apply to both industrial and financial concerns.

When natural monopolies are involved, there is great need for the interests of consumers to be adequately represented both on the commissions and regulatory boards themselves, and in the opportunity to be represented at their hearings.

There are other needs with respect to the outlawing of delivered price systems, basing-point systems, and quantity discounts which are not justified by

costs and which are granted on a discriminatory basis.

On the positive side, there are a number of things which can be done, and others which have had a modest beginning, to help save small business.

Under recent legislation, we are in the process of creating a number of regional banks for small business. These can be especially helpful in providing capital for small businesses which are not now large enough to float stock issues and which, quite properly, the commercial banks are unable to finance, for their business should be kept largely to making short-term loans.

The patent system should be reformed so that patents can be used on a lease or royalty basis instead of exclusively by those who own them. This would serve the original purpose of the patent system, which was to protect the inventor, but it would prevent their use for purposes of creating monopoly.

Small businesses could do a great deal more in the way of pooling their purchases in order to gain quantity discounts. In addition, lower transportation costs could be achieved in many instances by the pooling of shipments. Further, joint research efforts and joint promotion could provide savings for smaller firms which now suffer a disadvantage in these fields.

While I believe that our tax laws should be as uniform as possible, I believe a good case can be made for reducing the basic corporate tax on the first \$25,000 of income from 30 to 22 percent, while at the same time increasing the surtax from 22 to 30 percent. This would give a tax reduction of \$2,000 on the first \$25,000 of corporate profits which would greatly aid small businesses, but which would be of no major consequence to larger firms.

Small firms are in trouble. The rate and number of their failures have increased. At the same time, the number of mergers and the assets of the larger corporations have grown.

The advantages to society from this turn of events is not great, for it creates social and political dangers in connection with the concentration of power. The efficiencies of bigness are largely limited to the plant or factory. Other advantages of bigness are not ones which accrue to society, but are more often than not disadvantages to other businesses or to society in general. Consequently, two sets of action can and should be taken. The first is to prevent the continued concentration of power by the enforcement of the anti-trust laws and through other measures. The second is to encourage small businesses in the ways I have outlined.

I believe these actions are necessary to provide and extend both economic and political democracy in the U.S.A.



"Any time you don't agree with me, Smithers, I want you to feel perfectly free to speak up and say good-by."

Brody gets his men!

1.



Al Brody was ambitious and it was his hopeful dream
To weld his up and coming men into a winning team.
But fast as they grew capable, they thwarted his intentions
By taking off to larger firms for benefits and pensions.

2.



"My company's a training school," poor Al was in a stew,
"We're oversmall to offer all the benefits. I'm through!"
His Travelers' man replied, "Not so! We have a plan so neat
A company with ten or more employees *can* compete!

3.



"Group life and health insurance," itemized his trusty man,
"Major medical and pensions can be worked into a plan.
It's simple to administer, you use our handy kit—
Your geniuses are happy *and* the cost won't hurt a bit."

4.



Al smiled, "I'm *sold*, so sign me up. I'll notify my staff."
Now Brody has a winning team and sales are off the graph.
If you have over ten employees*, quickly check this plan.
It can be fitted to your needs by your own Travelers' man.

*Minimum of 15 required in Florida.



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SEPTEMBER, 1959

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Small Business: How Best to Help It

—Merryle Stanley Rukeyser

[Continued from page 11]

horizons they broaden opportunities for one another.

Outside of this economic area, the circumstances of accelerated flux create special opportunities for little business.

While the bulk of small business units are in routine operations, alertness to change is especially within the genius of the competent little operator. The Federal Reserve study, already alluded to, points out: "... It is enough to know that the lone wolf has made a substantial contribution to technological and material progress. This type of small business has made a positive contribution to the advance and dynamism of the economy. This segment of small business undoubtedly deserves particular attention, support, and stimulus. . . . Much of such small business serves as a seedbed of technological progress, even though many concerns which make a significant contribution do not survive, or do not long remain in the small-business category."

Bigness, whether in government or in business, generates bureaucracy. Bureaucracy is tradition-bound and slow moving. The small, one-man show or the closely knit partnership is, in the nature of things, set up to make quicker decisions. Those, operating with their own capital, are in better moral and psychological condition to take the risks of innovation. Sometimes necessity rather than prophetic vision determines the fate of little acorns in industry that may be destined to grow into great oaks. For example, prior to the stock-market panic of 1929, an inventor visited Paul Galvin, now chairman of Motorola, Inc., at his Chicago shops with a misty blueprint for producing automobile radios. Mr. Galvin, busy at the time as a small businessman making unbranded house radio sets for mail-order houses and department stores, turned a deaf ear. But when the subsequent depression created vast surpluses of even the top-brand radios, the demand for Mr. Galvin's unbranded items dried up.

Facing extinction, Mr. Galvin recalled the inventor's visit, and began to look into a new product—the automobile radio. It was still full of bugs, and the public was not yet ready for it. Police officials cried out that the radio would divert the attention of drivers. But the effort was made, and it constituted the basis for a new and greatly expanded success, which caused Mr. Galvin to cross the barrier into big business.

The point is that the small enterprise is by nature of things closely integrated and is capable of instantaneous decision.

And those who operate with their own funds are especially able to assume the added hazards of innovation on a trial-and-error basis. Since in industry, as in life, nothing is permanent except change, this resource of small business should not be underrated.

Secondly, small business in the proper areas is in tune with another major economic trend. The vast improvement in the labor-aiding machines, with the resultant substitution of relatively cheap mechanical energy for expensive human energy, is bringing a long-term national shift of manpower from direct labor in making things to the so-called service trades. Many, if not most service trades, lend themselves to organization in small units. These include barbering, beauty care, medical

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TO DREAM of a great thing, then to observe it come to life and maturity, to see the seemingly impossible become the actual, the romantic plan become the accomplished fact, is to taste the sweetest rewards of business, the essential thrill of a business life.

—Harry Gordon Selfridge
Famed Merchant (1864-1947)

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

care, various professions, merchant tailoring, fashion trades, and all varieties of personal services, including public stenography.

Thirdly, in occupations where artistry and creativity are important, as in dress design and the making of custom clothes for men, capital constitutes a small part of the setup, and imaginative and competent small operators can succeed.

Fourthly, public opinion nostalgically likes the small independent business person, and the popular mood is to give him a break in taxes and otherwise. Thus the U. S. Federal corporate income-tax rate is deferentially lower for small companies earning \$25,000 or less, as contrasted with the 52 percent tax rate on net profits of larger corporations.

Fifthly, small business offers the individual certain freedoms and advantages often denied him in a large corporation. These serve as inducements to keep persons in small business.

For example, the person who elects to make his career as a self-employed person can choose his time of retirement. There is no compulsory retire-

ment age for him, nor are there youngsters with the authority to junk him through rationalizing that the old man is not what he used to be.

There are other compensating advantages to being a proprietor instead of a hired man. Nowadays executives are leaning over backward to avoid charges of nepotism. The chief executive of a big chemical company, for example, explained to me apologetically how his son happened to be an executive. The scion was a trained accountant, and during the war period accountants were scarce. The department head who wanted to engage the boss's son finally prevailed on the father to waive his objection and let his son come into the company.

In small business there is no such artificial nonsense. One motive for working hard and building an institution is to have something to pass along to younger members of the family. In little enterprises the top man does not get red with embarrassment at staff meetings when he introduces his son who is to be trained as his successor. Irrespective of whether this is good or bad, my point is that the little businessman has more opportunity to be himself and to express his inner urges and desires.

Tax-wise, there are strong inducements to become a proprietor instead of a hired hand. While the top U. S. rate on personal incomes is 91 percent, the peak rate on capital gains (on assets held for six months or longer) is 25 percent. The hired man finds that his

big salary becomes chiefly a tax liability; the man who builds a successful business and sells it at a capital gain retains for his personal bank account at least 75 percent of the net gains over his original investment.

I don't mean to imply that all who enter the small-business race succeed. The statistics of business mortality emphasize the intense hazards, but the important point is that the tax setup at least holds out a carrot to the small venturer which is not available, to the same degree, to successful hired men in big corporations. Recognizing the competitive disadvantage in this respect, big business, seeking to attract first-rate men, is experimenting with "stock options" and various other incentives to promising executives, in order to offset the advantages of going into small business.

The other side of the coin is that U. S. tax laws give preference to the hired men of companies with retirement plans. To correct this obvious inequity, bills are now pending in Congress to put small business and professional men and other self-employed persons on a basis of tax equality through giving the privilege to deduct from net taxable income sums up to specified amounts devoted to approved self-pensioning plans.

Little business has opportunities in certain areas if practitioners can exploit their inherent advantages in flexibility, alertness to change, and predilection for innovation. There are also opportunities in routine fields. That's why I say, "Small business is here to stay."

And Now—The Era of Easy Credit

[Continued from page 23]

such as drawing accounts are higher.) But that rate of \$4.25 per \$100 should not be misinterpreted. The interest is deducted in advance—so it is, in effect, paid on the whole of the principal and not on the unpaid balance as it appears from month to month. Hence the actual rate of interest is more than 8 percent.

Hardly anyone ever comments on this. The result is that many families are paying far more in interest than they realize. This is typical of loans in general—not just bank loans. In a survey by *Fortune* magazine, for example, the average estimate made by couples of the interest they were paying on car loans was 5½ percent. Their actual interest, exclusive of insurance, was 19 percent.

While I was talking with a bank official a middle-aged man came in to pick up his check. He looked at it in wonder and said, "So now I owe you \$1,200."

"That's right," the banker answered. "With 12 months to pay."

The customer shook his head. "Sort of scares me," he said. "I'm what they call a man in moderate circumstances. When I was a boy, only a rich man could afford to owe this much money!"

The truth is that this age of liberal credit is bringing millions of new, inexperienced, first-time borrowers into the banks, and many of them are awed by the credit they command. Moreover, they are learning what Big Business has long known—that there are sometimes definite tax advantages in making a bank loan:

To take \$100 out of a savings account may cost a person \$3.50 in the loss of a year's interest. If he needs the money, a bank loan for the same amount might cost him as little as \$8—a difference of \$4.50. But the interest he pays to the bank is deductible from taxable income. And meanwhile his own money, untouched in a savings account, is still earning \$3.50 a year. All things considered, his actual net payments may be

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low enough that he has an economic incentive to use the bank's money instead of his own—in order to keep his savings intact.

And he can get the loan quickly. In cases of small loans—up to \$400—most bank officers are empowered to make on-the-spot decisions, after one or two confidential telephone calls. Where larger sums are involved, decisions are usually made within 48 hours.

2. *Charge-Account Banking.* This way of extending credit is not really new, but it has suddenly caught hold and mushroomed. In essence it is this: The bank's customer receives a credit card which in effect automatically opens charge accounts for him in the thousands of stores affiliated with the bank's plan. Whatever the customer buys is charged directly to the bank; he gets a single bill at the end of the month to cover all his purchases. If he pays that bill within 30 days, he is not charged any interest. If, however, he elects to spread his payments over a five-month period, he pays the bank approximately one percent a month on the balance due.

"Fundamentally," says Lawrence C. Marshall, executive vice-president of the Chase Manhattan, "this is a *shopping plan* rather than a spending plan. CMCP (Chase Manhattan Charge Plan) confines itself to providing a credit service for neighborhood merchants and tradesmen, and it enables them to increase their volume without undertaking any credit risks or expense. The consumer who uses CMCP must use it to buy something, usually a necessity, and for this reason we feel our plan makes a real contribution to expanding business activity, since it tends to promote the production and sale of consumer goods and services. This, we feel, is a built-in safeguard against indiscriminate borrowing."

Perhaps the most trenchant comment that can be made is that within six months after inaugurating the plan, Chase Manhattan had 5,300 stores and 260,000 customers using its charge facilities.

Every bank has given its own name to its charge plan, but the variations among them all are minor. What they all have in common is a new way to extend credit at every income level. They are stimulating production and sales throughout America by making it easy for the consumer to buy every conceivable kind of merchandise. And they are a boon to the small retailer, who can now extend credit as easily as do the big stores.

3. *The Write-a-Check Plan.* Here is another evolution of the personal loan. It appears in various cities under such names as Ready-Credit, Write-a-Check, Line-o-Credit, and similar variations on a theme. And it is spreading over the entire nation.

The First National City Bank of New York describes it this way:

"Simply decide how much money you can afford to repay to the bank every month. Then multiply the amount by 12. The answer is the maximum amount you can write checks against, once your application is approved.

"Every month you will receive a statement showing how much money you have used, how much you have left to draw upon, the service charge on the unpaid balance of money used, and a few pennies for life insurance. No matter how little credit you have used, you pay only 1/12 of that amount—never any more! If you write no checks in any month and have no balance due, you pay nothing. . . .

"You do not have to repay your account in full before you can use it again. As you repay what you spend, this money becomes available again for your further use.

"The service charge for Ready-Credit is less than one percent (.98 percent) a month on the daily unpaid balance." (That is roughly 12 percent interest.)

THIS plan has been severely criticized primarily because it provides no control of how or where the borrowed money is spent. Some Ready-Credit checks probably have gone to pay off racetrack bets; some have gone into speculative stocks. But the banks insist that more than 99 percent of these checks go for solid, constructive purposes.

Is all this easy credit a good thing? A bad thing? Is it leading us toward disastrous inflation?

An economist at a New York bank said: "If at any time the present policy of liberal credit appears to be getting out of hand, the Federal Reserve Board can swiftly control it by raising interest rates to the point where such borrowing will be curbed."

But he expressed another concern: "I do think it's important that people understand they are paying a considerable sum—perhaps 4 billion dollars a year—for the convenience of enjoying credit. If they realize this and are willing to pay this interest sum, then they know what they are doing and there is no basis for criticism."

Only a century ago Ralph Waldo Emerson, in an emotional mood, wrote: "Debt, grinding debt . . . which consumes so much time, which so cripples and disheartens. . . ." In our day it is hard to find anyone who echoes Emerson. Even clergymen to whom I spoke maintained that liberal credit policies are a tribute to human honesty. The fact that the rate of default is so low—less than one-fifth of one percent—indicates that the citizen of today knows how to discipline himself and meet his responsibilities.

One minister, approving liberal credit,

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This "Where to Stay" directory section has been developed as a service to Rotarians so that they may stop at the better hotels, motels, and resorts. Write or wire them directly for further information and reservations. In doing so, please mention THE ROTARIAN.

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SOUTH KENSINGTON—HOTEL REMBRANDT. One of London's most favored hotels. Many bedrooms, with private bath. Chelsea Rotary Club meets every Tuesday, 12:45.
WESTMINSTER—HOTEL RUBENS. Buckingham Palace Rd. Entirely modernised, nearly all bedrooms with private baths. Westminster Rotary Club meets 1:00 Thursday.

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WAIKIKI—WHITE SANDS Apartment-Hotel. All new Hawaiian decor. Pool, tennis, kitchens. Near beach and shops. Donald "Don" Wheeler, 428 Naha, Honolulu 15.

MEXICO

MONTERREY—GRAN HOTEL ANCIRA. Famous the world over. Traditional hospitality. 220 rooms. Air-conditioned. Rotary headquarters. Arturo Torraladrona, Gen. Mgr.

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ST. MORITZ—KULM HOTEL. Leading Eu. with bath from 86—Am. with bath from \$11.50. Rotary Club meets in winter Tues., 12:15—F. W. Harrington, Mgr.

UNITED STATES OF AMERICA

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BIRMINGHAM—DINKLER-TUTWILER. 400 rooms. Direction Dinkler Hotels. Excellent Service. Ira Patton, Vice Pres. and Mgr. Moderate rates. RM Wednesday, 12:30.

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ATLANTA—DINKLER PLAZA HOTEL. 600 rooms of solid comfort in the downtown section. A Dinkler Hotel. George Fowler, V.P. and Mgr. Moderate rates. RM Mon., 12:30.

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DALLAS—HOTEL BAKER. Preferred address in Dallas. Drive-in Motor Lobby. Completely air-cond. TV in guest rooms. 700 rooms. F. J. Baker, GM. Wed., 12:00.

FORT WORTH—HOTEL TEXAS. The executive address in Fort Worth. 500 rooms—air-conditioned—TV—24 hour food service. Linton W. Slack, Manager. RM Friday, 12:15.

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1600 Ridge Avenue Evanston, Illinois

insisted that it is unrealistic to measure a man's worth only in terms of his current earnings and his material assets. There may be much more sense in the tendency to appraise him in terms of what he has to offer rather than of what he owns. Bankers may be very wise indeed in considering a person's future potential as important as what he has been able to amass in the past.

In the end, of course, the morals and economics of easy credit are an individual matter. When tempted to take out one of those easy bank loans, therefore, you might well ask yourself these questions:

1. Is the loan being made for a useful purpose such as a profitable investment or a capital improvement in living standards (e.g., home repair, education, automobile, or essential major appliance purchase)? The use of credit to finance day-to-day consumption is a sure road to personal economic disaster.

2. Are you carrying too much indebtedness at present? There is no easy formula for determining how much is too much. If you have any doubts, it would be well to ask the banker frankly for his advice. He is an expert in assessing the load-carrying capacity of borrowers.

3. Do you fully understand how much interest you will be paying on this and other loans? Nowadays families by the million delude themselves about interest. Rare indeed is the family that knows what its total payments are and what percentage of its income is going down the drain in interest payments.

4. What is the effect of the loan on your savings? Will taking it out help to keep them intact—or will the future payments make it impossible for you to save?

5. Finally, is this loan necessary?

That's for the Birds

*Around the smoking chimney's edge
The old black starlings squat.
They seem to be contented, now,
Because their tails are hot.*

*But every little while, it seems,
They have to turn around.
They want to warm their bosoms up
And cool their hot tails down.*

*They make me think of boyhood years
When, near the open fire,
I nightly had to take a bath—
Which greatly raised my ire.*

*When standin' in the little tub,
I had to keep a-turnin'
From front to back and back to front,
To keep my tail from burnin'.*

—EDWARD L. MANIGAULT
Rotarian
Fairmont, W. Va.

THE ROTARIAN

Opinion

FROM LETTERS, TALKS,
ROTARY PUBLICATIONS

Working for Peace

JAMES I. BURGESS, *Rotarian*
Christian Science Practitioner
Wellesley, Massachusetts

Either we alert ourselves and make an energetic contribution to peace, or else the momentum of our indifference, plus the power of our outmoded ideas and current mistakes in world affairs, will carry us beyond the brink—to oblivion. . . . A movement for peace is not a nebulous Utopia, an impractical and far-away thing. It is a present possibility. It begins with the thoughts and actions of each individual citizen. A true peace is the only sure defense—and the only security. . . . Any plan grounded in truth and built on a wholesome respect for the dignity of man everywhere will succeed in its search for peace, and will eventually transform the deadly arsenals of the world into living temples of universal brotherhood. Such a plan is feasible and practical for all mankind, because it is ethically, morally, and economically sound.—*From a Rotary Club address.*

Something to Think About

If 100 children of the world—truly representative of the population ratio—could stand before a Rotary Club—just any Rotary Club where interest lags in International Service—and the members could grasp the significance of that ratio, what would be the impact?

In the 100 children there would be 56 from Asia, 15 from Europe, 9 from Africa, 8 from South America, 6 from Russia, one from Oceania—and only 5 from America. Here indeed is something to think about.

What if a large majority of these children grew up to play with atomic and hydrogen bombs instead of peaceful things? What if the five from America and a few others should find themselves on unfriendly terms with the rest of the world?

Never mind the question mark at the end of the last sentence. It would be too late to think.

If those 100 children could pass in review before a Rotary Club and the members could catch the significance of the ratio, International Service activities would zoom in that Club.

It is high time Rotarians everywhere give more earnest expression and meaning to Rotary's fourth avenue of service—the advancement of international understanding, goodwill, and peace.

Friendly service—being thoughtful of and helpful to others—on a world-wide basis is the only hope for peace on earth.—*An editorial in The Rotary Cog, publication of the Rotary Club of Asheville, North Carolina.*

SEPTEMBER, 1959

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Enter Now — THE Rotary

YES, as announced last month, Rotary International is sponsoring a Rotary World Photo Contest. It offers \$2,000 in cash prizes. It is open to Rotarians and their wives and children (almost all of them) the globe around. It gives every entrant, whether a winner or a loser, an unusual opportunity to help Rotary advance international understanding. It started August 1, 1959!

Here is the plan—for Class A and Class B:

You are to picture Rotary. You are to enter a picture or a series of pictures of your own taking which says "This is Rotary" in one of its four avenues of service. The world abounds in examples of each. Find them. Shoot them . . . and enter to win!

Here is the plan—for Class C:

You are to picture your country. You are to enter a 35-mm. color transparency of your own taking which says "This Is My Country." The beauties of Nature in your land, the industry and arts of its people—the field is wide open.

You may enter any or all of the three classes and any or all of the sections within them as many times as you wish.

Your entry will be acknowledged—and competent judges will judge it. Your entry will *not* be returned. It will become the property of Rotary International, which will select many of the entries for the making of sets of slide films which will be available to Rotary Clubs, for illustrations in the publications of RI, and for other purposes of benefit to Rotarians and Rotary Clubs.

There will be certificates as well as prizes for the winners, and certificates for their Clubs. There will be publication of winning photos in THE ROTARIAN and REVISTA ROTARIA. There will be, for you, the great fun of trying to get to the heart of Rotary or your country with your camera. Stock up on film and join the fun!

Buckhead Wants 300 Blanks!



ROTARY CLUB OF BUCKHEAD

P. O. Box 12032
ATLANTA 5, GEORGIA

July 15, 1959

Photo Contest Editor
Rotary International
1600 Ridge Avenue
Evanston, Illinois

Dear Sirs:

Please send us 300 entry blanks for the Rotary World Photo Contest. We wish to sponsor a Club Contest and stimulate membership to try for the R.I. Contest.

Rotarily yours,

J. A. Raudonis
J. A. Raudonis
Bulletin Editor

Classes in the Contest—and Prizes

Grand Prize Winner will be a first-prize winner in Classes A, B, or C (best single picture or sequence in contest).....\$500

Class A—(1) "This Is Rotary . . . Club Service"—Color
First Prize.....\$100
Second Prize.....\$ 50
Third Prize.....\$ 25

Class A—(2) "This Is Rotary . . . Vocational Service"—Color
First Prize.....\$100
Second Prize.....\$ 50
Third Prize.....\$ 25

Class A—(3) "This Is Rotary . . . Community Service"—Color
First Prize.....\$100
Second Prize.....\$ 50
Third Prize.....\$ 25

Class A—(4) "This Is Rotary . . . International Service"—Color
First Prize.....\$100
Second Prize.....\$ 50
Third Prize.....\$ 25

Class B—(1) "This Is Rotary . . . Club Service"—Black and White
First Prize.....\$100
Second Prize.....\$ 50
Third Prize.....\$ 25

Class B—(2) "This Is Rotary . . . Vocational Service"—Black and White
First Prize.....\$100
Second Prize.....\$ 50
Third Prize.....\$ 25

Class B—(3) "This Is Rotary . . . Community Service"—Black and White
First Prize.....\$100
Second Prize.....\$ 50
Third Prize.....\$ 25

Class B—(4) "This Is Rotary . . . International Service"—Black and White
First Prize.....\$100
Second Prize.....\$ 50
Third Prize.....\$ 25

Class C—"This Is My Country"—35 mm—Color
First Prize.....\$100
Second Prize.....\$ 50
Third Prize.....\$ 25

World Photo Contest

Sponsored by Rotary International

STARTED AUGUST 1, 1959

The CONTEST RULES

Who May Enter?

All Rotarians, their wives, sons, and daughters (excepting persons and members of their families employed by Rotary International or Rotary Clubs and excepting the judges of this contest and members of their families) are eligible.

What You Enter

In Class A you enter a color transparency or a color print or a sequence of either (not more than five in the sequence) which says "This is Rotary ... Club Service, ... or Vocational Service, ... or Community Service, ... or International Service."

The size of these color transparencies may be neither smaller than 35 mm. nor larger than 8 inches by 10 inches.

The size of these color prints may be neither smaller than 2 inches by 2 inches nor larger than 11 inches by 14 inches.

All 35-mm. entries in this class must be in cardboard mounts, the largest allowable mount being 2 inches by 2 inches.

All other transparencies and prints entered in this class must be mounted in or protected by cardboard.

In Class B you enter a black and white print or a sequence of not more than five black and white prints which says "This is Rotary ... Club Service, ... or Vocational Service, ... or Community Service, ... or International Service."

The size of these black and white prints may not be smaller than 5 inches by 7 inches nor larger than 11 inches by 14 inches.

In Class C you enter only 35-mm. transparencies mounted in 2-inch by 2-inch cardboard mounts, a single transparency constituting an entry. With it you endeavor to depict an aspect of the life and backgrounds of your country. Certainly you may use human interest.

In any class the entry must have been taken by the person making the entry.

How Many Times You May Enter

There is no limit on the number of entries you may make in any class or section of this contest.

When You Enter

The contest opened on August 1, 1959, and ends on July 1, 1960. Your entry must be received by the contest editor on or before the closing date.

How You Enter

You shoot your pictures, or choose them from the files of pictures you have taken. You attach to each entry an entry blank or a facsimile of this blank which you yourself make. You fill out this blank in every detail. You wrap the package as you wish and mail or ship it. (Entrants from outside the U.S.A. should mark their packages "Photo Contest Entry" to facilitate their passage through customs.) Carefully read entry blank and conditions it contains.

What about Previous Winners?

Photos which won prizes or honorable mention in previous photo contests sponsored by Rotary International through its official Magazine are not eligible in this Rotary World Photo Contest.

What about Ties?

In case of ties, duplicate prizes will be awarded.

What about Return of Entries?

All entries become the exclusive property of Rotary International. None will be returned. Whether your photos win or lose, Rotary International will consider them for use in various ways helpful to Rotary Clubs: as slide programs on Rotary backgrounds and Rotary services; covers and other features for *The Rotarian* and *Revista Rotaria*; illustrations for program papers and books; travelling exhibits; etc.

\$2,000⁰⁰

in Cash Prizes

Grand Prize . . . \$500

9 First Prizes—each . . . \$100

9 Second Prizes—each..\$ 50

9 Third Prizes—each . . . \$ 25

*Exhibits of prize winners
Certificates to Clubs of winners
Duplicate prizes in case of ties
Your chance to help Rotary!*

Who Will Judge—and How?

The judges, all Rotarians, will be named by the President of Rotary International and their decision will be final.

They will judge Class A and Class B on how well the entry does what it is intended to do—namely, picture "This is Rotary" in one of its four avenues of service.

They will judge Class C on the interest of the subject matter and the photographic excellence of the entry.

When Will the Winners Be Announced?

The decision of the judges will be announced in the February, 1961, issues of *The Rotarian* and *Revista Rotaria* and simultaneously in other publications of Rotary International.

Where to Send Your Entry

Address all entries to Photo Contest Editor, Rotary International, 1600 Ridge Avenue, Evanston, Illinois, U.S.A.

PLEASE TURN PAGE
FOR ENTRY BLANK

ENTRY BLANK

Rotary World Photo Contest

Please typewrite
or print

Fill out and attach this blank or
home-made facsimile of it to
each entry. Extra entry blanks
available from Photo Contest
Editor.

My name (Mr. Mrs. Miss Master).....

My address.....

Street No.

City

State or Province

Country

I am a member of the Rotary Club of.....

or

I am the wife son daughter of....., who is a

member of the Rotary Club of.....

I personally took the picture entered and I used a.....

Camera

Film

I am submitting this entry in Class _____ Section _____

Here are not more than 100 words about my entry—the basic facts about the Rotary story or the national backgrounds it pictures:

I agree to be bound by the decision of the judges of this contest, and I agree that the entry submitted shall be the property of Rotary International.

Address entries to: Photo Contest Editor, Rotary International, 1600 Ridge Avenue, Evanston, Illinois, U.S.A.

To be eligible entries must be received by July 1, 1960.

Rotary International reserves the right to demand from the contestant a statement of consent by a person or persons shown in a contest entry to the use of the entry by Rotary International.

This Is for You . . .

The Rotary World Photo Contest is for you—if you are a Rotarian or the wife or son or daughter of one. The simple rules (see preceding page) exclude only one small group of Rotary-related people.

So—whether you are strictly a snapshooter or an advanced amateur or a professional, plan now to enter the contest. Your chances to win are probably as good as anybody's.

You Want Suggestions?

How should you go about making a picture which says "This Is Rotary"? That's of course up to you. Hundreds of photographers the world over are picturing Rotary-in-action daily . . . and you see their work in your local papers and in the publications of Rotary International. Maybe you will choose to do it their way; maybe you will think of other ways.

Think first and, if need be, study a bit about Rotary. In its philosophical aspect it is "thoughtfulness of and helpfulness to others." In its organizational aspect it is a fellowship of 480,000 business and professional men in 10,287 Clubs in 114 countries all endeavoring to be thoughtful of and helpful to others.

How best to picture that thoughtfulness, that helpfulness (Classes A and B)?

Or how best to picture "This Is My Country" (Class C)?

Good questions, aren't they? Good luck with your answers!

Will Your Club Produce a Winner?

Twenty-eight cash prizes await the winners. In addition each winner will receive a certificate of award . . . and so will his Rotary Club. Further, winning entries will appear in publications of Rotary International and in exhibits of the winning photos.

Talk up the Rotary World Photo Contest in your Club. Maybe you will want to present a program or a partial program on it. You might even want to stage a photo contest in your Club (even though it would have no official relationship to the Rotary World Photo Contest).

Important!

If you picture a person or persons in your entry, be sure to obtain their names and addresses. This is important because Rotary International reserves the right to demand from the contestant a statement of consent by a person or persons shown in a contest entry to the use of the entry by Rotary International.

Extra Entry Blanks

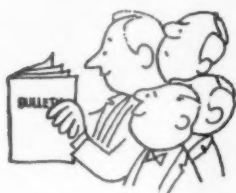
The contest rules require that an entry blank be attached to each entry. Thus, if you are going to submit more than one entry, you will need more blanks. Just write the Photo Contest Editor for extra copies. They are free, of course. If you wish, you can make a copy or rough facsimile of the entry blank.

The Club Bulletin

EVERY WEEK, thousands of Rotary Club bulletins are published in dozens of different languages. Some are small mimeographed sheets, others are printed pieces that fold into four pages, while still others are printed publications of many pages illustrated with photographs and art work. Though the exact number of copies of bulletins annually published is not known, an estimate of 15 million probably comes close.

What is the purpose of this immense outpouring of multigraphed, mimeographed, printed, and typed matter? No matter what its size or format, a good Club bulletin promotes fellowship, stimulates attendance, reports news of the Club, contributes to the Rotary education of members, and, in general, furthers the program of Rotary locally and world-wide.

What makes a good Club bulletin?

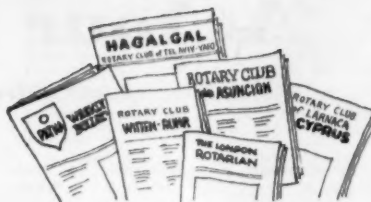


Here are some practices adhered to by "Club-pub" editors of many lands:

1. Include in each issue some reference to the Rotary program.
2. Work closely with the Chairman of all major Club Committees, so that the bulletin will frequently contain items about their work.
3. Always include some reference to the program of the preceding meeting.
4. Never include any embarrassing personal items, too many jokes, or material which might offend Rotarians or members of their families.
5. Make the publication attractive and easy to read by carefully planning the arrangement of headings, texts, and pictures on each page.

To make their bulletins interesting to readers, editors regularly draw on these sources for news:

1. Attendance—this section often including averages for the last meeting and for the year to date. Also, a list of



members from whom "make-up" cards have been received.

2. Visitors—listing their names and Clubs, if the list does not run too long.

3. Board of Directors—including announcement of coming meetings and decisions of the past meeting.

4. Committees—listing appointments at the beginning of the year, and the completion of special projects throughout the year.

5. Finances—referring to aspects of this subject of interest to all members.

6. New members—using brief biographical sketches based on interviews.

7. Birthdays—listing the birthdays that fall within the week.

8. Unfilled classifications—listing occasionally, in cooperation with the Membership Committee, a number of these classifications.

9. Personal news—including extensive vacation trips, honors paid to members in their businesses or professions, and honors to sons and daughters of Club members.

10. THE ROTARIAN Magazine—including mention of articles in coming issues.

A source of information is *The Clipsheet* published monthly by Rotary International. It is sent to Club-bulletin editors, and contains quotable items on various phases of Rotary and its four avenues of service, in addition to brief references to articles scheduled to appear in the next issue of *THE ROTARIAN*. It is a gratis service, and your bulletin editor should be getting *The Clipsheet* every month.

"The Club bulletin," says one veteran



editor, "is fun to turn out and the work has its rewards. I know how greatly it can affect Club morale, and in some cases I have seen it help change a Club from a so-so organization to a vital community force."

Bedrock Rotary

The Rotarian, young or old, who seeks to know Rotary well will find its fundamentals in the Constitutional documents, in Convention Resolutions, in the decisions of its administrative leadership, and in other expressions of its principles, traditions, and usages. To deepen his understanding and appreciation of this "bedrock Rotary," this department treats one or more of these basic matters each month.—The Editors.

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At Your Leisure

Hobbies, sports, adventure—how Rotarians relax.

IN Portage, Pennsylvania, ROTARIAN JAMES V. NATALE is known as a "shoetrician," a rebuilder of shoes. His hobby also involves leather work of a specialized kind which he describes in the following story.

SEVERAL years ago, while looking at a wooden gavel resting on a speaker's stand, I began turning over in my mind the work involved in making a leather gavel. The more I thought about it, the more I was challenged. I decided to find out if I could make a sole-leather gavel, piece by piece, and come up with a finished product I would be proud to present to my Rotary Club.

My first attempt was neither a complete success nor a total failure. The gavel had some rough edges and didn't achieve the exact shape I hoped it would, but while I was putting it together I saw ways to improve the next one. So I went on to the second gavel, trying to avoid my first mistakes and testing some new ideas in the process. Gavel No. 1 was presented to the Rotary Club of Portage and No. 2 to *The Shoe Rebuilder*, a craft magazine for which I often write.

The building of a sole-leather gavel starts with a choice of leathers from among many different brands. It is this variety that imparts to the finished product a beauty that comes from the contrasting tones of the various skins. These textural high lights are brought out by waxing the surface of the gavel. But long before the waxing process come many steps in cutting and shaping the component parts.

The head of a gavel is made by first building the center section into which the handle is to be inserted. After drilling a hole for the handle, I build up the head by cementing a ply of leather on both faces, using a celluloid-base cement and applying pressure for 20 to 30 minutes in a vise. Additional plies are added until the head reaches the desired dimensions. Then it is shaped by hand and finished.

That done, two pieces of leather are then sealed on each face of the head and trimmed on a rounded trimmer and burnished on a hot rounded iron. Wooden inserts are dovetailed into each face to make the head more compact, so it will produce a sharper sound upon striking a surface. The heads of my first gavels were made of solid leather that absorbed sound when the gavels were rapped against wood.

The handle is fashioned in a style characteristic of hand work and not lathe work. After an aluminum rod is inserted through it and leather pieces laced to it at the center, the handle is shaped by hand, only the eye being used to determine the contours. I work to-

ward no specific measurements, nor do I follow a pattern made in advance. It is this successive shaping and inspecting that gives a gavel its custom-made appearance.

A remaining major operation is the attachment of the handle to the head. The basic component in the attachment is the aluminum rod in the handle, the end of which is left protruding for screwing into the head. To anchor the handle as firmly as possible a mixture of cement and powdered stone is poured into the opening before the handle is screwed into it.

There is much more to the making of a leather gavel than I have described, but then this is a hobby story and not an attempt to provide a step-by-step blueprint for gavel making. One gavel I made—a very special one—required



Rotarian Natale puts some finishing touches on one of his leather gavels.

more than 60 hours of work. It was presented to A. Z. Baker, of Cleveland, Ohio, in May, 1956, when his term as President of Rotary International was nearing its end.

Another of my gavels was used to establish a tie of friendship between the Portage Rotary Club in Pennsylvania and the Rotary Club of Portage la Prairie, Manitoba, Canada. So you see, there's much more to this hobby than the shaping of leather. It has its usefulness in helping to shape international friendships, too.

What's Your Hobby?

Maybe your hobby is making things like the one described on this page—or maybe it is the collecting of items of one kind or another. In either case, if you would like to have your name listed below, just drop THE HOBBYHORSE GROOM a note and he will list you just as soon as space permits, though it



"There are all the facts and figures for the board meeting. The reasons you will have to think up for yourself."

may be a number of months hence. The one requirement: you must be a Rotarian or a Rotarian's wife or child. There are two requests: please answer any correspondence which may result from the listing, and also give THE GROOM the name of the Rotary Club of which you or your husband or father is a member.

Railroad Folk Music: James R. W. Harper (30-year-old son of Rotarian—will exchange tape recordings of railroad folk and popular music and railroad sounds with others similarly interested), 719 Carter St., Marlin, Tex., U.S.A.

Stamps: Mrs. N. E. Snyder (wife of Rotarian—collects stamps; will exchange U.S.A. stamps for those of other countries; invites correspondence in French), 1909 Washington Ave., Kansas City 2, Kans., U.S.A.

Tree Pictures: Benjamin J. Kimber (collects pictures of famous trees and their history), 800 Magnolia Ave., Modesto, Calif., U.S.A.

Souvenirs: Mrs. Harley Wang (wife of Rotarian—would like to exchange Oriental handmade souvenirs for similar items from different lands), c/o T. S. Ho, P. O. Box 58, Kaohsiung, Taiwan, China.

Stamps: Ross K. Lindsey, Jr. (son of Rotarian—collects stamps; also interested in literature, languages, art, philosophy), Grant and First Sts., Dennison, Ohio, U.S.A.

Stamps: Paul Young (10-year-old son of Rotarian—collects stamps; will exchange), 16 Nelson St., Feilding, New Zealand.

Camellias: F. H. Bethwaite (interested in camellia growing; will exchange New Zealand-grown scions and plants for American ones), 47 Nelson St., Wanganui, New Zealand.

Pencils: Miss R. Drummond (21-year-old daughter of Rotarian—collects advertising pencils; will exchange), 403 Grays Rd., Hastings, New Zealand.

Cruppers: Lloyd H. Oster (collects cruppers), 3247 Fairfax Road, Cleveland Heights 18, Ohio, U.S.A.

Coins: Roy C. Small (would like to exchange "dollar" size [33 mm.] silver foreign coins for U.S.A. silver dollars), c/o Daily Register, Harrisburg, Ill., U.S.A.

Stamps: Jacques Fortier (16-year-old son of Rotarian—collects stamps; will exchange Canadian and U.S.A. stamps for those of other countries), 131 Bellevue, Sainte-Foy, 10, Que., Canada.

Dolls: Eppie A. Florendo (20-year-old daughter of Rotarian—collects dolls of different countries; will exchange), 62 Salcedo St., Vigan, The Philippines.

Netsuke: William Donaldson (wishes to increase collection of netsuke; will buy interesting pieces), 1008 Overbrook Rd., Wilmington 6, Del., U.S.A.

Pen Pals: The following have indicated interest in having pen friends:

Susan Heath (15-year-old daughter of Rotarian—wants English- or French-speaking pen pals in Australia, Canada, France, New Zealand; enjoys swimming, music, keeping pets), "Westholme," 10, Parratt Hill, Millom, England.

Kathy Funnell (12-year-old daughter of Rotarian—would like pen pals outside her State; likes skating, sports, postcards, rock 'n' roll music), Box 581, Sherburne, N. Y., U.S.A.

Nancy Fleet (11-year-old daughter of Rotarian—would like pen pals in U.S.A. aged 11-13; enjoys collecting small glass figures, choir singing, movies), 221 N. Tenth St., Klamath Falls, Oreg., U.S.A.

Janet Fortier (daughter of Rotarian—would like to correspond with boys and girls

aged 14-16 in U.S.A., Canada, Hawaii, Guam; interested in swimming, music, cooking, dancing), 217 Mission St., Santa Cruz, Calif., U.S.A.

Margaret Ogilvie (daughter of Rotarian—interested in corresponding with pen friends in other countries), 531 Westvale Rd., Kansas City 2, Kans., U.S.A.

Richard Heffey (11-year-old son of Rotarian—would like pen pals from outside U.S.A.; likes to collect stamps and build models), P.O. Box 924, Lepanto, Ark., U.S.A.

Bhupendrakumar Hajratwala (17-year-old son of Rotarian—enjoys stamp collecting, painting, drawing, nail art, music, chemistry), 24, New Pharmacy Hostel, Navragpura, Ahmedabad 5, India.

Dana Cowan (15-year-old daughter of Rotarian—desires pen friends outside U.S.A. who are English-speaking; interests include music, sports, literature, dramatics, cooking, sewing), 131 Orchard Lane, Stillwater, Okla., U.S.A.

Marilyn Partridge (16-year-old daughter of Rotarian—enjoys cooking, journalism, collecting record albums), 2908 Jackson St., Alexandria, La., U.S.A.

Carole Morrison (14-year-old daughter of Rotarian—would like to correspond with boys and girls aged 14-15 in Italy, Greece, Switzerland; interests include photography, music, dogs), 2150 Laurier Crescent, Prince George, B. C., Canada.

Jill O'Dell (11-year-old daughter of Rotarian—enjoys swimming and sewing), 3819 W. Mill St., North Branch, Mich., U.S.A.

Narendra Kumar Aggarwal (17-year-old son of Rotarian—collects and will exchange stamps, first-day covers; interested in sports, postcards), 4235, 1 Ansari Rd., Darya Granj, Delhi 7, India.

Roslyn Scott (15-year-old daughter of Rotarian—would like English-speaking pen friends of her age or older from India, Indonesia, Japan, Mexico, Malaya, Italy, Switzerland, Africa, Canada, Fiji Islands; interests include water skiing, golf, baseball, hockey, tennis, swimming, roller skating, art, films, popular music, photography, cats, dogs, horses), "Riverview," Box 53, Cobram, Vic., Australia.

Marilyn Kile (15-year-old daughter of Rotarian—would like English-speaking pen pals aged 16-20 from Australia, South and Central America, Africa, Greenland, Iceland, Scotland, Scandinavian countries; interested in Ground Observer Corps, art, Nature, horses, dogs, travel), P. O. Box 356, Hanover, Ont., Canada.

Claudette Voyer (9-year-old daughter of Rotarian—enjoys swimming, piano, horseback riding), 17 Fairview Rd., Salem, Mass., U.S.A.

Dallas Sanford Bennett, Jr. (14-year-old son of Rotarian—wishes English- or French-speaking pen friends his age; likes hockey, riding, dancing, films, music), P. O. Box 27, Veradale, Wash., U.S.A.

Marla Gillespie (15-year-old daughter of Rotarian—likes dancing, popular music, collecting movie-star photos), 9 S. Third St., Martins Ferry, Ohio, U.S.A.

Karen Keele (15-year-old daughter of Rotarian—interests include piano, politics, swimming, novels, music; will exchange postcards and stamps), 201 W. Maxson Ave., West Liberty, Iowa, U.S.A.

Madhukar Nagarkar (21-year-old son of Rotarian—desires English-speaking pen pals particularly in U.S.A., Germany, Sweden, France, Japan; interested in stamp collecting, photography, popular music, films, sports), Bihar Institute of Technology, P. O. Sindri Institute, Bihar, India.

Robyn Timperley (15-year-old daughter of Rotarian—desires pen friends outside Australia; will exchange Australian stamps for those of other countries; interested in astronomy, stamps, music, space travel), 11 Challinor St., Ipswich, Qsld., Australia.

Jean Pearson (12-year-old daughter of Rotarian—would prefer pen pals in The Netherlands, Switzerland, India; interested in shell collecting, music, books), 10 Music St., Lismore, N.S.W., Australia.

Amelia de Veyra (12-year-old daughter of Rotarian—would like to correspond with boys and girls aged 12-14 outside The Philippines; interests include collecting dolls, matches, and movie-star photos, and piano playing), Samar High School, Catbalogan, The Philippines.

Fay Ogilvie (11-year-old daughter of Rotarian—wishes English-speaking pen friends outside U.S.A.; interested in stamp collecting, swimming, popular music, ice skating, Girl Scouts, piano), 1 Warren Pl., Weston 93, Mass., U.S.A.

R. W. Hepburn (18-year-old son of Rotarian—prefers pen pals in U.S.A. or England; will exchange Scout patches, town pennants, car literature; enjoys cricket, football, surfing, popular music), 25 Music St., Lismore, N.S.W., Australia.

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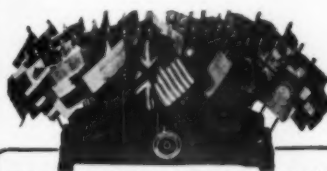


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STRIPPED GEARS

My Favorite Story

It was the usual muddy day in the country. Our first-grade teacher, Miss Brown, had just finished putting on the 18th pair of stubborn rubbers on the 18th uncooperative pair of feet and quickly prepared to finish the last pair before lunch. The next pair of rubbers was for Johnny Smith, a shy and quiet boy, who, as soon as the battle to get his rubbers on was won, looked blandly up into his teacher's face and said: "They aren't mine." Miss Brown groaned inwardly, but with grim gentleness swiftly removed the rubbers and straightened her aching back. Whereupon Johnny continued: "They're my brother's, but Mommy said I could wear them today."

E. W. FOLSOM
Rotarian
Dundas, Ontario, Canada

THE ROTARIAN will pay \$5 to Rotarians of their wives for favorite stories. Send them to *Stripped Gears*, THE ROTARIAN Magazine, 1600 Ridge Avenue, Evanston, Illinois.

Inventory

*I've sustained lots of losses
I'm sad to relate;
But one thing I've managed—
I've kept all my weight.*

—LEONARD K. SCHIFF

Two cows were grazing alongside a highway when a milk tank truck went by. On the side of the truck were the words "Pasteurized, Homogenized, Standardized, Vitamin A added." One cow turned

to the other and said, "Makes you feel sort of inadequate, doesn't it?"—*The Occasional Gusto*, APPLETON, WISCONSIN.

Any time a fellow feels neglected he should think of Whistler's father.—*The Rotary Table*, MIDLAND, TEXAS.

Mother, hearing a great clattering and banging on the porch where small Bobby was playing, called out, "What are you doing?"

"Nothing," answered Bobby.

"What are you doing it with?" demanded his mother. A small voice answered: "With a hammer."—*The Fog-hour*, FALMOUTH, MASSACHUSETTS.

Housewife to prospective cook: "And what wages do you expect here?"

"That depends, ma'am," said the woman. "Do you peel or do you unfreeze?"—*The Missing Cog*, OELWEIN, IOWA.

After the physician checked the patient over, the doc asked, "Have you been leading a normal life?"

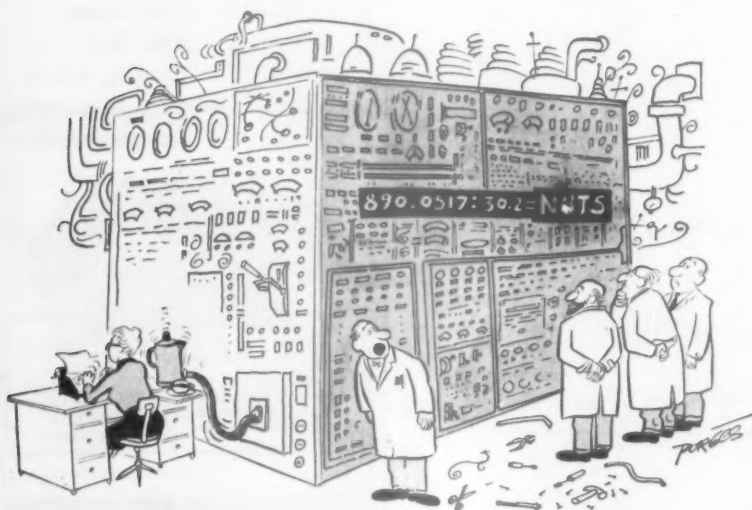
"Yes, doctor."

"Well, you'll have to cut it out for a while."—*The Bronson Rotarian*, BRONSON, MICHIGAN.

Sheepish

*I long for a leg to stand on
After that plaintive "Where?"
Watching my wife lay a hand on
What I've just proved isn't there!*

THOMAS USK



"I think I have found the source of the trouble."



Limerick Corner

The Fixer pays \$5 for the first four lines of an original limerick selected as the month's limerick-contest winner. Address him care of *The Rotarian Magazine*, 1600 Ridge Avenue, Evanston, Illinois.

This month's winner comes from Mrs. Rollin P. Gilbert, wife of a Mercersburg, Pennsylvania, Rotarian.

PIE EYED

*A young boy with a gleam in his eye
Helped himself to his mother's fresh pie;
When she saw what he'd done,
She said, "Come here, son,"*

PHEASANT SURPRISE

Here again is the bobtailed limerick presented in *The Rotarian* for May:
*A quiet young fellow named Blair
Once rode a refractory mare.
When she shied at a pheasant,
He said, "Don't be unpleasant,"*

Here are the "ten best" last lines:

But she tossed him right up in the air!
(W. B. Redfern, member of the Rotary Club of Mimico-New Toronto, Ontario, Canada.)

"Belligerent pheasants are rare."
(Mrs. Ann S. Lucy, secretary to a Yazoo, Mississippi, Rotarian.)

"You might have encountered a bear."
(Arthur C. Wahlberg, member of the Rotary Club of East Fresno, California.)

"I'm anxious to look debonair."
(Mrs. M. Williamson, wife of a Vernon, British Columbia, Canada, Rotarian.)

"A horse-eating bird is quite rare."
(Alain Dundas, member of the Rotary Club of Colmar, France.)

"Tis only a bird—not a bear."
(Glenn Ewing, member of the Rotary Club of Shelburne, Ontario, Canada.)

"Your actions will get us nowhere."
(Stephen Johnson, son of a West Point, Georgia, Rotarian.)

"Or I might need some hospital care."
(W. C. Pacey, member of the Rotary Club of Leavenworth, Kansas.)

"Or your owner can hand back my fare."
(Philip Rosemond, member of the Rotary Club of Orrville, Ohio.)

"I get upset when you go on a fear."
(Halbert T. Johnson, member of the Rotary Club of Paso Robles, California.)

OFFICIAL CALL TO THE 51st ANNUAL CONVENTION OF ROTARY INTERNATIONAL



Miami

IT'S MIAMI-MIAMI BEACH IN 1960!

TO THE nearly half million Rotarians in more than 10,200 Rotary Clubs around the world, I have the great personal pleasure of extending a warm invitation to attend the 51st Annual Convention of Rotary International, which will be held in Miami-Miami Beach, Florida, U.S.A., on May 29-June 2, 1960.

The Miami-Miami Beach area is world famed as a vacation resort area so I suggest that Rotarians begin making their plans now to attend this important annual Rotary Convention and combine it with a family vacation. Swimming, boating, deep-sea fishing, and tropical sight-seeing are just a few of the many attractions of this sun-drenched area.

There are ample air-conditioned hotel and motel rooms available in Miami and Miami Beach in a wide variety of prices, depending upon location and accommodations desired.

The Miami Beach Auditorium and new Exhibition Hall, where the Convention sessions will be held, are completely air conditioned and are located within easy walking distance of many hotels.



Hansen

Miami Beach

As a Rotarian is expected to attend the meetings of his Rotary Club, so the Club is expected to be represented at the Annual Convention. Article VII of the Constitution of Rotary International gives full information about the rights and responsibilities of the Club with reference to the Annual Convention.

Come and take part in this great gathering of friendly people. See Rotary in action at the international level and participate in our program of building bridges of friendship. It is my hope to greet Rotarians in Miami-Miami Beach from all of the 113 countries in which there are Rotary Clubs.

Harold T. Thomas

ISSUED THIS FIRST DAY
OF AUGUST, 1959,
IN EVANSTON, ILL., U.S.A.

HAROLD T. THOMAS
President, Rotary International



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